BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

ELECTRICAL Transcriptions brought $12,000,000 and scores of advertisers to radio stations in 1931.

No other organization has performed so significant a service to commercial radio as did this company in originating and developing electrical transcriptions.

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368 Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

XUM

The Broadcast Advertising of Carson Pirie Scott & Co. for 1932

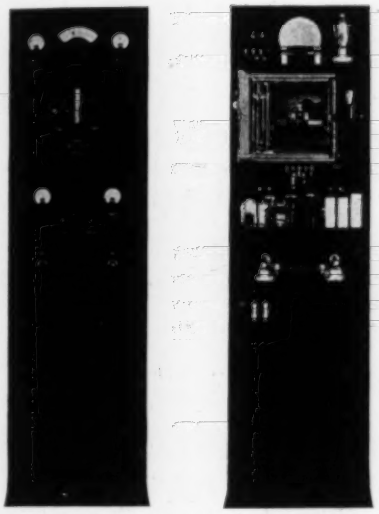
Is Carried EXCLUSIVELY by The Air Theatre

WBBM CHICAGO

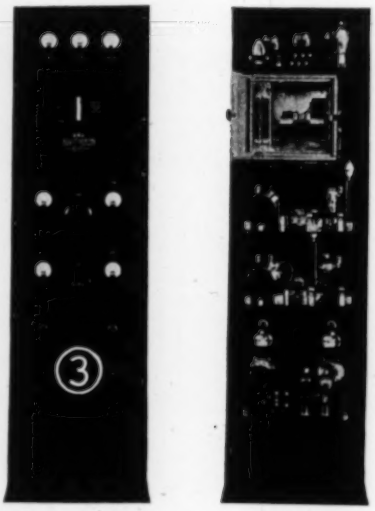
Western Key Station of the Columbia Broadcasting System

XUM

De Forest Frequency Control



Front and rear views of DeForest Frequency Monitor unit for broadcast station use.



Front and rear views of DeForest Broadcast Radiophone Frequency Control unit.

EXTRA care here and there insures for DeForest Frequency Monitor and Frequency control units that precision required by the better broadcasting stations.

To gain the utmost immunity from room temperature changes, for instance, the complete DeForest units are now TESTED AND CALIBRATED AT TEMPERATURES RANGING FROM 0 TO 20 DEGREES FAHRENHEIT, obtained in refrigerators and in electrically heated ovens. To eliminate any variation that might be introduced by the tubes, all DeForest units are tested and calibrated with tubes actually aged in the equipment itself. And as a final measure of extra care, all parts entering into the construction of these units are thoroughly aged before assembly. These and other features assure:

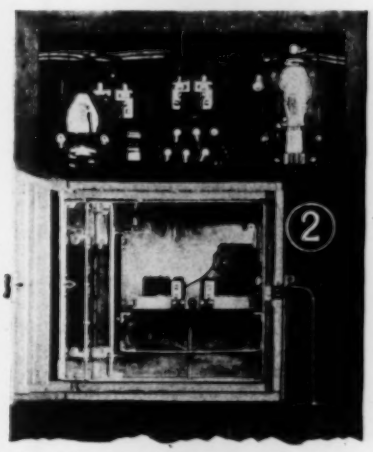
- CONSTANT READING FREQUENCY INDICATING METER compensated for ambient temperature so as to be free from temperature variations. The meter, readily read from almost any angle and part of the control room because of the large dial, is controlled by frequency alone and is ABSOLUTELY INDEPENDENT OF VOLTAGE FLUCTUATIONS.

- Thermostat, thermometer and crystal operating in perfect unison for the common temperature, because these elements are grouped closely together and are in DIRECT METALLIC CONTACT. This arrangement assures taking into account the heat generated by the crystal itself. The air in the crystal oven is kept in constant circulation by a fan.

- Equipment mounted on standard rack to match other transmitting equipment, and requiring no changes in the transmitter.

These and other refinements, added to designs and specifications of the Radio Research Company of Washington, D. C., result in frequency monitoring and frequency control equipment that not only meets but actually excels the requirements of General Orders 116 and 119.

Upper portion of DeForest Frequency Monitor unit, showing special frequency indicating meter.



Crystal oven of DeForest Frequency Control unit, showing grouping of members and air-circulating fan.

de Forest (AUDIONS)
RECEIVING AND TRANSMITTING TUBES

Technical data on DeForest frequency control units, as well as the complete line of DeForest transmitting and amplifying equipment, will be sent to anyone writing on a firm letterhead. And remember, there is a DeForest Audion or tube for every transmitting, receiving, industrial, laboratory and scientific need.

DEFOREST RADIO COMPANY

PASSAIC » « NEW JERSEY

YOU CAN BUILD YOUR OWN BROADCASTING CHAIN . . .

THE NEW DAY requires that your advertising dollar be spent where it counts the most. We urge our clients to be guided by their own distribution figures when broadcasting. . . . . Note the scope of the World Broadcasting System. Realize that you can select exactly those stations you want—either complete territories, or one station from each territory, or any combination. And when you build your own chain with the new facilities of the World Broadcasting System you are employing the latest Bell Laboratories' developments perfected after six years of experiment. We will gladly send to Sales and Advertising Executives a booklet telling about this important development. Ask for SELECTIVE BROADCASTING 1932.

Any or all of these stations are available through the facilities of the World Broadcasting System, and are equipped to broadcast by the latest Western Electric method of noiseless recording . . . . . .

New England

Boston, Mass.	WAAB
Boston, Mass.	WBZ
Springfield, Mass.	WBZA
Boston, Mass.	WEEI
Boston, Mass.	WNAC
Bridgeport, Conn.	WICC
Hartford, Conn.	WDRC
Hartford, Conn.	WTIC
Portland, Me.	WCSH
Providence, R. I.	WEAN
Providence, R. I.	WJAR
Worcester, Mass.	WTAG

Middle Atlantic

Albany, N. Y.	WOKO
Atlantic City, N. J.	WPG
Baltimore, Md.	WBAL
Baltimore, Md.	WCAO
Baltimore, Md.	WFBR
Buffalo, N. Y.	WGR
Buffalo, N. Y.	WBEN
Buffalo, N. Y.	WKBW
Harrisburg, Pa.	WHP
Jersey City, N. J.	WHOM
New York, N. Y.	WMCA
Newark, N. J.	WAAM
Newark, N.J. (N.Y.)	WOR
Oil City, Pa.	WLBW
Philadelphia, Pa.	WIP, WFAN
Philadelphia, Pa.	WLIT
Pittsburgh, Pa.	WCAE
Pittsburgh, Pa.	KDKA
Paterson, N. J.	WODA
Rochester, N. Y.	WHAM
Rochester, N. Y.	WHEC
Scranton, Pa.	WGBI
Syracuse, N. Y.	WFBL
Washington, D. C.	WMAL
Wheeling, W. Va.	WWVA

South Eastern

Atlanta, Ga.	WSB
Birmingham, Ala.	WAPI
Charlotte, N. C.	WBT
Chattanooga, Tenn.	WDOD
Columbia, S. C.	WIS
Covington, Ky.	WCKY
Greensboro, N. C.	WBIG
Jackson, Miss.	WJDX
Knoxville, Tenn.	WNOX
Louisville, Ky.	WHAS
Memphis, Tenn.	WMC
Memphis, Tenn.	WREC
Miami, Fla.	WQAM
Miami, Fla.	WIOD
Mobile, Ala.	WODX
Montgomery, Ala.	WSFA
Nashville, Tenn.	WSM
Nashville, Tenn.	WLAC
Pensacola, Fla.	WCOA
Raleigh, N. C.	WPTF
Richmond, Va.	WRVA
Roanoke, Va.	WRBX
Savannah, Ga.	WTOC
Tampa, Fla.	WDAE

Middle West

Bay City, Mich.	WBCM
Chicago, Ill.	WBBM
Chicago, Ill.	WCFL
Cincinnati, O.	WKRC
Cincinnati, O.	WLW
Cleveland, O.	WGAR
Cleveland, O.	WHK
Davenport, Ia.	WOC
Des Moines, Ia.	WHO
Detroit, Mich.	WJR
Detroit, Mich.	WWJ
Detroit, Mich.	WXYZ
Evansville, Ind.	WGBF
Fort Wayne, Ind.	WOWO
Indianapolis, Ind.	WFBM
Indianapolis, Ind.	WKBF
Kansas City, Mo.	KMBC
La Crosse, Wis.	WKBH
Lawrence, Kans.	WREN
Madison, Wis.	WIBA
Milwaukee, Wis.	WTMJ
Norfolk, Neb.	WJAG
North Platte, Neb.	KGNF
Omaha, Neb.	KOIL
St. Joseph, Mo.	KGBX
St. Louis, Mo.	KMOX
St. Louis, Mo.	KWK
St. Louis, Mo.	KSD
Toledo, O.	WSPD
Waterloo, Ia.	WMT
Wichita, Kans.	KFH

North West

Bismarck, N. D.	KFYR
Duluth, Minn.	WEBC
Minneapolis, Minn.	WCCO
Sioux Falls, S. D.	KSOO
St. Paul, Minn.	KSTP
Yankton, S. D.	WNAX

South West

Amarillo, Tex.	KGRS
Beaumont, Tex.	KFDM
Dallas, Tex.	WFAA
Fort Worth, Tex.	WBAP
Harlingen, Tex.	KRGV
Hot Springs, Ark.	KTHS
Houston, Tex.	KPRC
Little Rock, Ark.	KLRA
New Orleans, La.	WSMB
New Orleans, La.	WDSU
Okla. City, Okla.	WKY
San Angelo, Tex.	KGKL
San Antonio, Tex.	WOAI
Tulsa, Okla.	KVOO
Wichita Falls, Tex.	KGKO

Mountain

Denver, Col.	KLZ
Salt Lake City, Utah	KSL

Pacific

Hollywood, Cal.	KNX
Los Angeles, Cal.	KHJ
Los Angeles, Cal.	KFWB
Portland, Ore.	KOIN
Portland, Ore.	KGW
San Diego, Cal.	KGB
San Francisco, Cal.	KFRC
Seattle, Wash.	KOL
Spokane, Wash.	KHQ

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St., New York

179 King Street W., Toronto Baker Hotel, Dallas, Texas

6-242 General Motors Bldg., Detroit

SOUND STUDIOS OF NEW YORK, INC. WESTERN ELECTRIC LICENSEE
(Subsidiary of WORLD BROADCASTING SYSTEM, INC.)

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

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U. S. Trade Body Head Lauds Radio Ethics

By SOL TAISHOFF

Suggests Voluntary Conference to Cure Advertising Ills; Investigation Is Planned as Part of General Program

A PERTINENT proposal is made in this article by the chairman of the federal agency designated to keep interstate trade fair and honest. And the suggestion is offered in a friendly spirit with a constructive purpose. The recommendation is that broadcasters hold a trade practice conference with the Federal Trade Commission and draft their own rules against fraudulent advertising. Other industries have held such parleys with success. The suggestion is well worth pondering.

William E. Humphrey

IN THE FACE of all the propaganda stirred up against commercial radio comes glowing tribute to the broadcasting industry from the Federal Trade Commission for the basic "quality and integrity" of its advertising and the ready willingness of stations to cooperate in the elimination of the questionable matter.

In an interview with BROADCASTING, William E. Humphrey, chairman of the Commission, which is known as one of Uncle Sam's most "hard-boiled" agencies, disclosed that not since the advent of broadcasting has it been necessary for the Commission to issue a formal complaint against a station. The Commission has dipped into broadcasting several times, he said, but the stations involved without exception have voluntarily thrown out the questioned accounts in advance of formal Commission action.

"Honesty pays in advertising by radio as well as in any other medium," Chairman Humphrey asserted. "We have had very ready cooperation from radio stations, and we are very much pleased with the position such stations have taken. While fraudulent advertising does exist in some programs and over some stations, it is not a condition that is common with the medium.

Trade Parley Proposed

"I WOULD like to see the broadcasters have a trade practice conference with the Federal Trade Commission for the purpose of cooperatively drafting rules by which the industry could regulate itself and thus avoid the pitfalls of fraudulent or misleading advertising. The plan might very well follow that of the publishers, who, after a conference with the Commission, designated the National Better Business Bureau as its advertising clearing house.

"The broadcasting industry could establish some central organization to keep tab on programs broadcast to see that they measure up to the standards set up in the industry's regulations. This organization could notify offending stations and could conduct investigations for the industry into questionable advertising accounts."

Chairman Humphrey said the Commission feels that one of the most effective ways to protect the public and honest competition is to "help business free itself of practices that are unfair and misleading"—via the trade practice conference method. He declared the conference may be defined as a method of cooperation between the Commission and the industry in a house-cleaning campaign. "It gives the industry a chance to achieve decency, rather than to have the government thrust decency upon it," he said.

"When an industry shows the necessity for a conference and makes sufficient requests to induce the Commission to believe that it will be a success, the conference is authorized and one of the commissioners usually presides. The Commission never calls a conference on its own motion and never urges the holding of such conferences. The commissioner presides only in a friendly or advisory capacity. He may suggest but never direct. Those composing the conference may discuss any question they wish and adopt any rules or regulations they desire.

"These rules would not add to or take from any person participating in the conference any right, privilege or immunity whatever. The conferences in no way increase power or jurisdiction of the Commission, nor do they change the law. Yet every industry that has held such a conference has largely eliminated fraudulent and unfair practices."

Chairman Humphrey explained that the Commission has very definite authority over commercial radio under Section 5 of the Federal Trade Commission Act, which instructs the body to prevent unfair methods of competition in interstate commerce. Since 1927, when the Commission instituted its first action involving radio as an advertising medium, about a half dozen cases directly or indirectly involving broadcasting have developed, but all have achieved the same result—the voluntary elimination of the alleged evil by the station.

The Commission is watching radio closely, and its special board of investigation, which acts as a sort of subcommission, contemplates an exhaustive inquiry into the medium just as it investigated newspaper, magazine and periodical advertising. This, it is understood, would be a part of a prearranged program to survey the entire advertising field, rather than a direct assault, for which there now does not exist a basis.

Chairman Humphrey explained that the radio station and the advertiser and, if one is involved, the advertising agency are made a party to any original proceeding. All are given opportunity to show cause why punitive action should not be taken. Stations invariably have shown that the "advertisers and not the advertising medium is to blame," he declared.

"We are working to suppress fraudulent advertising in every field. In so new a field as radio the problem has been somewhat complex but not serious. We are not hostile to these interests. We feel we are protecting them in calling to their attention practices which we construe unfair and in giving them opportunity to correct them in advance of punitive action.

Need Way of Checking

"WE HAVE BEEN able to do something in the way of stopping fraudulent advertising over the radio, but we are handicapped in stopping this type of broadcasting by the fact that we are not often able to get the exact language used. We have to depend upon someone complaining, while in newspapers and magazines we have the exact advertisement before us."

Talking generally of advertising, Chairman Humphrey said: "It is one of the greatest forces for good or evil in modern life. It is one of the greatest methods of disseminating the truth and also one of the greatest means of deception and fraud.

"The people of this country are annually robbed of hundreds of millions of dollars by false and misleading advertisements appearing in the newspapers and magazines. I do not refer to those in the twilight zone, but those that are shamelessly and brazenly false on their face—such as those holding out alluring promises of lucrative employment to the unfit; those that are insidiously lewd and indecent; patent medicine advertisements for incurable diseases, frequently injurious, never of any value, that rob the victim not only of his money but often of life; various methods for correcting bodily deformities; beauty creams and rejuvenating cosmetics — and perhaps the greatest of all just at present, the many anti-fat remedies, appliances, soaps, belts, powders and medicines; all of them fakes and all of them dishonest, and some of them dangerous. Fabulous sums are spent for these anti-fat frauds since the female

(*Continued on page 30*)

XUM

Radio Covers Lindbergh Kidnapping

Staff Men Rushed to Scene for Spot News Broadcasts; 24-Hour Vigil Maintained to Keep World Informed

John W. Elwood

EVERY available resource of American radio was freely placed at the command of the Lindberghs, the police and the public during the Lindbergh kidnapping affair, which furnished perhaps the greatest example of spot news reporting by radio in the history of American broadcasting.

The two major networks and individual stations in the metropolitan New York area, notably WOR, Newark, were on the air practically continuously from the time of the first reports that the baby was missing through the next few days. As this is written they are continuing to furnish periodical reports on progress in the case—reports gathered not merely by the cooperation of the press but by their own "radio reporters" on the scene, provided via remote control.

Radio from the outset was accepted as a medium of journalism along with the press by all the principals in the case, partially in the natural expectation that the kidnappers might themselves be listening to the reports. The Lindberghs' own appeals were broadcast by announcers, and police investigators as well as radio's own commentators regularly took their places before the nearby microphones.

"Scoop" for WOR

WOR logged 11:35 o'clock on the fateful Tuesday night, March 1, as the time it flashed the first news of the kidnapping. It stayed on the air continuously thereafter for 72 hours, having a remote control established in state police headquarters at Trenton early the next day. David Casem of the WOR press department rushed to Trenton with Chief of Police McRell of Newark, and the remote connection was established by J. R. Poppele, the station's chief engineer.

Columbia and NBC were on the air continuously for about 150 hours each after the kidnapping. Both also rushed announcers and engineers to Hopewell, N. J., and to other nearby points. Bulletins were flashed every half hour, and member stations throughout the country stood by to carry them. The nation was kept apprised of every detail in the case.

Though the word "scoop" has practically disappeared from newspaper parlance because of the highly efficient and mechanized press associations, no less an authority than the NEW YORK TIMES credited WOR with "being the first on the air Tuesday night with an official bulletin said to have originated at the New Jersey state police depot." On Wednesday night Col. Norman H. Schwartzkopf, head of the Jersey state police, spoke to the WOR audience from the remote control at Trenton.

Scene in tiny room above store in Hopewell, N. J., where CBS established temporary studio to cover Lindbergh baby kidnapping case. Left to right—Douglas Gilbert, CBS commentator; Don Higgins, of CBS public relations staff, and J. McCafferty, field engineer. Inset—Col. Norman H. Schwartzkopf, commanding N. J. state police, broadcasting appeal to public over WOR.

When word of the kidnapping was first flashed, CBS press relations men, most of whom by sheer coincidence happened to be in the studios, were quick to realize that the most important story in radio's history had "broken." Quick phone calls to police headquarters at Trenton speedily confirmed the startling news, but in accordance with its policy of carrying news announcements with the signatures of newspapers or press associations, the news was reconfirmed at the NEW YORK TIMES.

Just after midnight, CBS interrupted a dance program from Chicago for the news break, necessitating relaying the news over the monitor wire to its Chicago key, WBBM. There Harlow Wilcox, announcer, picked up the bulletin and read it to the whole network at 12:14 a. m.

By Wednesday morning CBS engineers had lines established into Hopewell, Trenton and Princeton, with a corps of engineers handling the remote controls. Rushing by first train to Hopewell were Jesse Butcher, director of public relations; Nelson S. Hesse and Don A. Higgins, of the press department; Joseph McElliott of the news photo department; William A. Schudt, Jr., television director, and Herbert B. Glover, director of news

(*Continued on page 24*)

KNX Uses United Press Wire Service To Broadcast Four News Editions Daily

Similar Tie-ins Held Dependent Upon This Experiment; Station Has Staff of Seven and Sells Sponsorship

By DR. RALPH POWER

AFTER operating for three months on a memo agreement, United Press and KNX, Hollywood, in February signed a three-year contract for daily wire service, according to Guy Earl, jr., former publisher of the LOS ANGELES EXPRESS and now president of the group controlling KNX.

Unlike the customary contract between UP and member newspapers, the radio station arrangement does not call for an exchange of news on the part of the broadcaster. Yet, in many instances the station is said voluntarily to have turned over to the wire agency scoops from its radio reporters.

The KNX news service of the air includes four daily broadcasts known as the morning edition (7 a. m.); the afternoon edition (noon); the home edition (6 p. m.) and the final (9 p. m.); plus any "extras" that might become necessary because of the importance of dispatches.

The United Press has looked upon the KNX arrangement as somewhat in the nature of an experiment, and it is believed that arrangements with other broadcasters on a similar basis will hinge upon the final outcome of the KNX tie-in.

So far, say officials, no objections have been voiced by city newspapers though some country publications have expressed disapproval of the idea.

Issue Up to Press

IT IS understood that the UP answer to this has been to the effect that when the newspapers as a whole can get together and decide what to do about radio, that will be time enough to iron out any differences of opinion as to UP-KNX or similar tie-ins.

Many member newspapers use the UP dispatches both for their news sheets and for paper-owned radio stations. Thus UP heads can see no logical reason for not selling its service directly to broadcasters.

The KNX news organization depends largely upon the Radio News Service of America, a newspaper group in Hollywood that provides local dispatches for the station. This group, together with the KNX news scribes, numbers seven men who prepare the KNX newspaper of the air. Including a city editor, copy reader and legmen, this staff provides the station with a comprehensive service in preparing copy for its news announcer.

The cost for UP service to the station is understood to be about $1,000 a month. To this sum must be added the salaries of the local news staff and the time used in broadcasting. Though the station offers the radio news as a public service, it helps to defray the expense by local sponsorship.

While it does not attach commercial names to the news as a whole, KNX uses a floating announcement at the beginning, middle and end of the news periods whenever such accounts can be sold.

As the station staff rewrites all of its wire news from UP as it does all the local copy, no credit line is given to either news gathering agency.

Since KNX is the only station at present employing the UP wire service, it utilizes such dispatches as its own exclusive news. Thus the UP war correspondence, in dispatches through KNX, becomes "KNX's own correspondent in the war zone."

While the station has semi-exclusive rights within a certain territory, it is understood that should another Los Angeles station secure similar rights the KNX rate should be lowered on a sort of pro rata basis.

The original deal was largely a personal experiment by Guy Earl, jr., but the three-year contract officially stamps the arrangement with official approval of both parties on a business basis.

WFEA Joins Net

WFEA, Manchester, N. H., on March 1 became associated with both the Yankee and the CBS networks. The station uses 500 w. on 1430 kc. The Yankee net, now also includes WNAC, and WAAB, Boston; WEAN, Providence; WORC, Worcester; WICC, Bridgeport-New Haven; WLBZ, Bangor, and WNBH, New Bedford.

Radio Journalism

NORTHWESTERN University, Evanston, Ill., has created a new course in its journalistic curriculum—radio writing. Arthur A. Daley, advertising and continuity writer, will conduct the course.

Calls Assigned

WORK are the call letters granted to the new 1 kw. daylight station recently authorized in York, Pa. Transmitter will be at West Manchester Township, near York, and it will operate on 830 kc. The new station at Portsmouth N. H. will bear the call letters WHEB.

How to Use Radio Tie-ups Most Effectively

By E. P. H. JAMES
Sales Promotion Manager, N.B.C.

Printed Advertising Supplements Ear Appeal With Details as Well as Builds Greater Audience for Programs

E. P. H. James

IN THE JANUARY 15 issue of BROADCASTING, Howard Angus, of Batten, Barton, Durstine & Osborne, and chairman of the radio committee of the American Association of Advertising Agencies, contributed a vigorous discussion of the importance of advertising radio programs and of the strengthening effect such advertising has, not only in building a greater audience, but as a stimulant to the other sales promotion activities of the program sponsor. Further aspects of this important phase of broadcast advertising are here discussed by the sales promotion manager of the National Broadcasting Co.

THERE is a very peculiar looking chart on the next page which probably does not follow the best rules of chart design, but which represents, in a crudely effective way, the relation of broadcast advertising to other forms of advertising and to the major channels of sales promotion.

A scientific marketing specialist would undoubtedly be able to suggest modifications of this chart, but it is not so much the constructional details to which I would call your attention as it is to the general principles on which it has been drawn.

Most forms of advertising and sales promotion are effective through certain definite channels, such as direct mail distribution, news stand sale of publications, actual calls of salesmen upon dealers, etc. Distinguished from all these other forms of advertising and sales promotion, radio is confined to no rigid or mechanical channels of this nature. It reaches salesmen, dealers and consumers alike.

Other Advertising Affected

RADIO goes further than this. It affects not only the individuals along the line of promotion and distribution; it affects other advertising also in both dealer and consumer publications, point-of-sales display, and follow-up promotion. To repeat a statement which has become a standby of all who talk on radio, but which is too important to overlook in any consideration of broadcast advertising, it must be remembered that radio adds ear appeal to the basic eye appeal of all the other forms of advertising. Just as the ear supplements and is supplemented by the eye in all normal human contacts, so broadcast advertising both supplements and is supplemented by visual advertising in all media.

Thus, in the case of an automobile manufacturer announcing a new line of cars, a radio program may be used most effectively to instill a feeling of eager anticipation in the minds of listeners, rather than to bore them with technical details. On the date when the car is introduced the radio program can become a gala event, with announcements designed to whet the desire of listeners so that they will turn to the current magazines in order to see what the new car looks like and to read detailed specifications.

While this is a very crude example, my point is that a much more effective job of announcing the car is done when each medium is used to carry out that part of the job which is best suited to it. Automobile manufacturers want their new cars to be talked about, and broadcast advertising lends itself admirably to the stimulation of gossip. Magazine advertising lends itself equally well to full-color reproductions showing the beautiful appearance of the new cars. The two, working as a team, will always do a much better job than if each tries to do the entire work of stimulating interest, setting peoples' tongues wagging about the car and describing it in detail.

Teamwork Is Best

APPLYING the same idea of "teamwork between media" to the relations between newspaper advertising and broadcast advertising, we might easily work out a similar dovetailing between the functions of these two forms of advertising. For instance, newspaper advertising can identify local dealers in a way which is impossible in national network broadcast advertising—or in national magazines, for that matter. It can display price and in this respect has an advantage over the national media, particularly in cases where prices vary according to the territory in which the merchandise is sold.

The provision against the actual mention of price on the networks prohibits radio advertisers from asking listeners to send money or stamps for any offer made in their network programs. Here, teamwork comes in again. Both magazine and newspaper advertising can carry coupons, to which readers may attach money or stamps to defray part of the cost of those sampling or premium offers which are too expensive to permit free distribution. I know of at least one instance where a special newspaper spotlight schedule was run in order to provide listeners with coupons to be mailed, with 25 cents, for a valuable premium offer.

This logical division of work between the two media in such cases is obviously more effective than a hit-or-miss attempt to make each medium "stand on its own feet," which is a very misleading way of saying that each medium should be able to do exactly the same thing as every other medium, regardless of the basic differences between them.

The networks have consistently encouraged the use of "spotlight" space on the radio program pages of newspapers and in weekly and monthly magazines carrying radio listings. Many thousands of lines of printed advertising have resulted from advertisers going into radio. A study of the records shows that prominent broadcast advertisers have shown a stronger tendency to keep up their newspaper and magazine expenditures than many who are not on the air. In other words, losses in newspaper and magazine lineage has not been due to the switching of money into broadcast advertising so much as to a general curtailment of expenses on the part of advertisers, many of whom are not on the air.

Profits for Both

JUST AS radio can be used to place emphasis upon advertising in magazines and newspapers, so magazines and newspapers may profitably be used to build an even greater audience to hear the radio programs of broadcast advertisers.

I say "profitably" without fear of contradiction; first, because the building of an audience for a radio program obviously means that more people will hear the advertising announcements and, secondly, because this audience may be augmented without a large additional expenditure.

Spotlight copy requires small space, and it is simple to insert a little paragraph somewhere in the layout of regular product advertisements.

A large number of national advertisers using newspapers and magazines in addition to radio make a practice of tieing-in product advertising this way as is indicated by the accompanying illustrations. These examples are not new. For years such tie-ins have been a regular part of the advertising of many of our biggest clients.

As Mr. Angus pointed out in his recent article in this magazine, it is a sound principle that magazine and newspaper product-advertising should contain a reference to the radio programs being sponsored by the advertiser.

Help to Tune In

I AM FREQUENTLY asked just what these radio tie-ins should consist of. In the first place, the tie-in should make the reader want to hear your program—it should display your pride in giving the listener something really worth listening to—and in the second place, it should make it easy for him to "tune in." The main points which must be driven home are, in almost all cases: the day, the time, and the stations on which the programs may be heard.

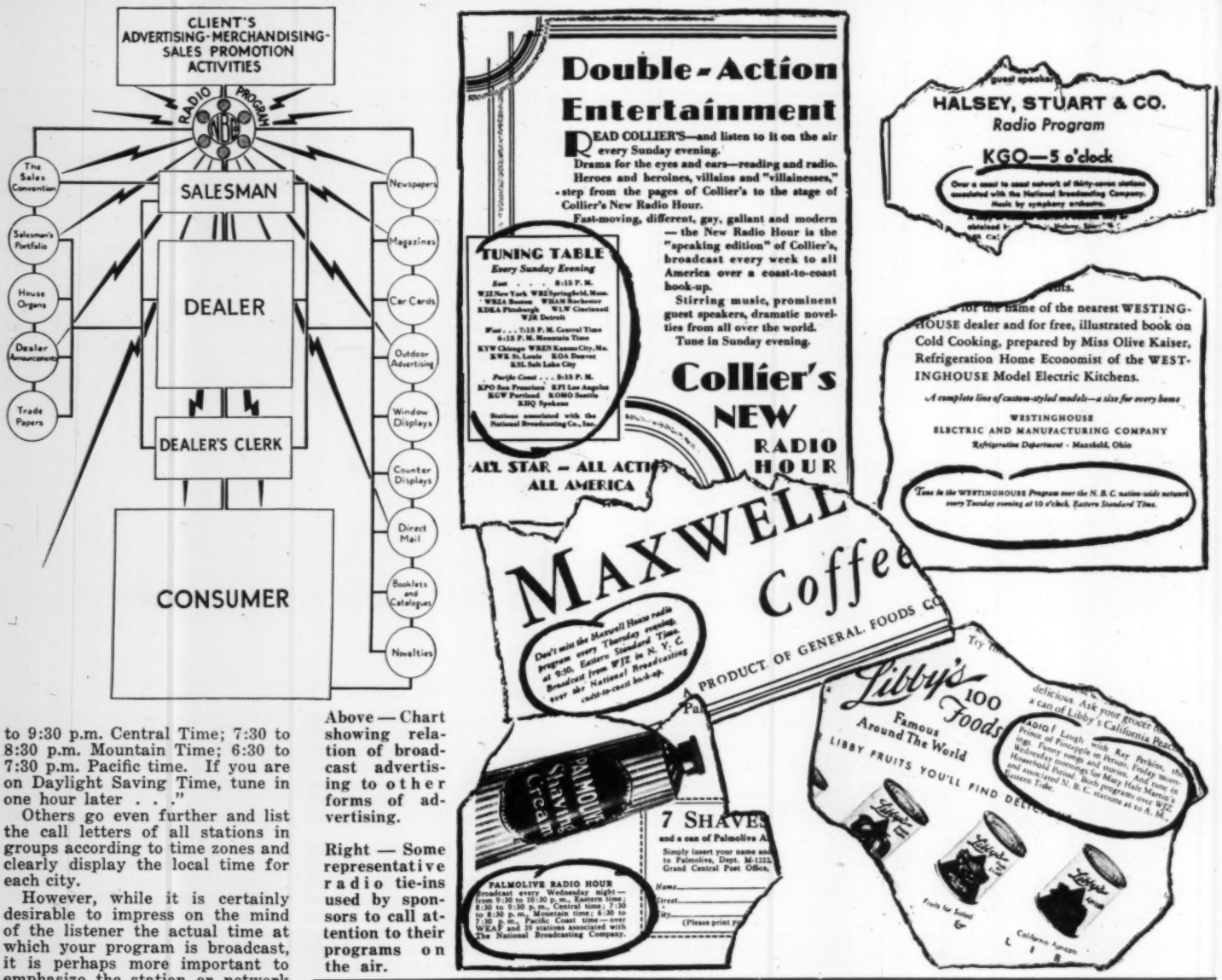
In magazine copy it is especially important to arrive at the clearest and most concise method of indicating the time of a network program for the reason that it is heard at different hours in various parts of the country according to the time zones. In newspaper advertisements this is less of a problem, because the newspaper itself (or the local dealer) can insert the correct local time in the copy appearing in any given city covered by the program.

In magazine advertisements there are two common methods of featuring a network campaign covering several time zones across the country. Many NBC advertisers indicate only the New York Time, assuming that readers know what relationship New York Time bears to the time in their own zone. A typical example of this brief type of tie-in is: "Every Wednesday over WJZ and associated NBC stations at 10:00 a.m. Eastern Standard Time."

Others show the local time in each zone. Particularly the period of Daylight Saving Time, it is sometimes considered desirable to be more specific as to the time the program may be heard in each territory. Where space permits, some magazine tie-ins are worded in detail as to time, reading somewhat as follows:

". . . on the Blank network every Wednesday night from 9:30 to 10:30 p.m. Eastern Time; 8:30

(Continued on next page)


CLIENT'S ADVERTISING-MERCHANDISING-SALES PROMOTION ACTIVITIES
RADIO PROGRAM
NBC
The Sales Convention
Salesman's Portfolio
House Organs
Dealer Announcements
Trade Papers
SALESMAN
DEALER
DEALER'S CLERK
CONSUMER
Newspapers
Magazines
Car Cards
Outdoor Advertising
Window Displays
Counter Displays
Direct Mail
Booklets and Catalogues
Novelties
Double-Action Entertainment
READ COLLIER'S—and listen to it on the air every Sunday evening.
Drama for the eyes and ears—reading and radio. Heroes and heroines, villains and "villainesses," step from the pages of Collier's to the stage of Collier's New Radio Hour.
Fast-moving, different, gay, gallant and modern — the New Radio Hour is the "speaking edition" of Collier's, broadcast every week to all America over a coast-to-coast hook-up.
Stirring music, prominent guest speakers, dramatic novelties from all over the world.
Tune in Sunday evening.
TUNING TABLE
Every Sunday Evening
Collier's NEW RADIO HOUR
ALL STAR — ALL ACTION
ALL AMERICA
HALSEY, STUART & CO.
Radio Program
KGO—5 o'clock
WESTINGHOUSE
ELECTRIC AND MANUFACTURING COMPANY
Refrigerator Department - Mansfield, Ohio
MAXWELL
Coffee
A PRODUCT OF GENERAL FOODS CO
PALMOLIVE RADIO HOUR
7 SHAVES
Libby's 100 Foods
Famous Around The World
LIBBY FRUITS YOU'LL FIND DELICIOUS

Above — Chart showing relation of broadcast advertising to other forms of advertising.

Right — Some representative radio tie-ins used by sponsors to call attention to their programs on the air.

to 9:30 p.m. Central Time; 7:30 to 8:30 p.m. Mountain Time; 6:30 to 7:30 p.m. Pacific time. If you are on Daylight Saving Time, tune in one hour later . . ."

Others go even further and list the call letters of all stations in groups according to time zones and clearly display the local time for each city.

However, while it is certainly desirable to impress on the mind of the listener the actual time at which your program is broadcast, it is perhaps more important to emphasize the station or network over which it may be heard. Fortunately, it is not necessary for a national advertiser using a coast-to-coast or semi-national network of stations to insert a long list of those stations in his magazine advertisements. Listeners know which of their local stations give them NBC or CBS programs, and it is therefore sufficient as a rule to identify the network over which the program is broadcast.

Arouse Curiosity

IF A coast-to-coast network is being used, a phrase such as the following is adequate: "Tune in the Blank program over the NBC nationwide network . . ." An effective variation of this phraseology reads: . . . "broadcast from WABC in New York City over the Columbia coast-to-coast hook-up." Advertisers who are using a large number of stations consider it decidedly worth while to give themselves credit for the wide scope of their network—a practice illustrated by certain current program tie-ins—reading: ". . . over WEAF and fifty-nine associated stations of the National Broadcasting Company's coast-to-coast and Canadian Network."

While considerable freedom is permissable, the basis of all of these references to the radio program is to identify the day, hour and network clearly and briefly, and having done this, the amount of space available will determine whether the station call letters themselves should be listed. For newspaper tie-ins, space may be left in mats and electros to permit the insertion of the call letters of the station nearest the city in which the paper is published, but in any case, it is desirable to specify a network program as such, in order that listeners in outlying sections, or in localities midway between two network stations, may have a choice as to which station to tune in to hear your program.

Do not overlook the desirability of so phrasing the radio tie-in as to attract the readers' curiosity, either by a brief allusion to the type of entertainment or to the highlight of the program. Even good entertainment must be persuasively advertised, and the phrase "tune in" is not always enough. Attractive little attention-getting devices such as "sparks" or microphone designs are used by several advertisers, and NBC now supplies its clients with logotypes of a conventional microphone for this purpose.

NBC Not to Get Control Of Westinghouse Station

PUBLISHED reports that NBC will take over all sales and program activities of WBZ, Boston, WBZA, Springfield, KDKA, Pittsburgh, and KYW, Chicago, all owned by Westinghouse, are denied in authoritative Westinghouse quarters. It was said that an arrangement has been made whereby the stations will take additional blue network programs from NBC but that the identity and organization of the Westinghouse stations will not be disturbed.

Last October, F. A. Merrick, Westinghouse president, emphatically denied rumors of the same character. "Westinghouse company," he said then, "has no intention of divesting itself of ownership, operation or control of its broadcasting station or any one of them. These stations have been and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

That statement, it was declared, is reiterated in behalf of Mr. Merrick.

Hoover Praises Net

AN IMPROMPTU talk by President Hoover, in which he praised M. H. Aylesworth and NBC by name for the splendid program of entertainment provided, marked the annual dinner of the White House Correspondents Association in Washington, March 5. Customarily, no talks are ever made by the President at this function. Journalists and their guests from all parts of the country attended.

The NBC entertainment included Andy Sanella and Russ Gorman with a 25-piece orchestra, the Revelers Quartet, Borrah Minnevitch and his harmonica troupe, Seth Parker and his Jonesport Neighbors, Sisters of the Skillet, the Pickens Sisters, James Melton, Wilfred Glenn and Hallie Styles. It was announced by "Cheerio" and was directed by John F. Royal, program vice-president of NBC.

"THE RADIO REVUE" will be the title of a new musical production by the Shuberts, which will shortly open in Newark and then go to Broadway. It will feature radio personalities and star Phil Cook.

A Feature That Blasted Program Theories

By ARTHUR CHURCH
General Manager, KMBC, Kansas City

Popularity of Happy Hollow in Middle West Is Explained; Scheme Offers Limitless Advertising Opportunities

Arthur Church

SOME RATHER STAID ideas regarding listeners' wants were shot to pieces when Happy Hollow went on the air some time ago, and its continued popularity has further disconcerted program directors of the old school. The secret of this feature's success is herewith shown to be based on the intimate and human types of characters used, a sort of composite of actuality and the recollections the average listener has of his home town. Besides its ingenuity from the entertainment point of view, Happy Hollow opens great possibilities in the use of advertising in conversation that is a part of the story.

SEVERAL definite and significant departures from the ascribed theories of commercial broadcasting are responsible for the nation-wide interest in a feature which has been the center of radio interest in the middle west for more than two years.

First: That a radio serial can be produced which, by depicting every day occurrences familiar to every individual, home and community has a general appeal to both city and rural audiences.

Second: That music and continuity can be placed on an equal basis without impairing the effect of either.

Third: That advertising can be worked into the natural sequence of the story without losing the interest of its listeners.

And fourth: That a dramatic story, a half hour in length, can continue daily for over two years and remain the most popular feature in the west with a constantly increasing audience.

Recent comprehensive surveys, made by direct contact with the radio listener, have proved these theories to be facts.

Story is Simple

THE STORY of Happy Hollow, heard over KMBC, Kansas City, every night, except Sunday, is epical in that it is so simple. It is a true to life portrayal of happenings in any small town in the United States. It is not a burlesque (a burlesque does not create lasting impressions). Rather, the characters are so real that they actually exist in the minds of the radio audience.

The central figure of the story is Uncle Ezra,—mayor, storekeeper, station agent and guardian of all the Happy Hollow folk. His homely philosophy and generous nature make him an intimate and essential part of their lives. In Uncle Ezra is reflected the never ending spirit of optimism and contentment. Then there are Danny and Doug, two orphan boys who were guided by fate into the hands of Uncle Ezra. When any mischief is done in the village, they get the blame. But then, what normal, lovable boy doesn't get into mischief? Of course, every small town has its city slicker, and Happy Hollow is no exception. Harry Checkervest came to town selling Sink Sank Sunk Oil stock about a year ago, and although mothers still hold on to their children when he's around, he has been accepted as a citizen of the Hollow.

For every person who stands out in your memory of childhood, there is a duplicate in Happy Hollow. Si Perkins, the village banker and stalwart guardian of the town's finances; Squire Blackstone, the Bar of Justice; Mary Ann, whom the boys call a cry baby, but who is her mother's pride and joy; the Ozark Rambler, who has been everywhere and spins yarns about his travels, and George Washington White, the dusky blacksmith and everlasting comic strip of the village, are all a part of that memory. People actually live in Happy Hollow. Babies are born—there is comedy and tragedy. In fact, it is a composite of all home towns rolled into one.

The instantaneous success of Happy Hollow as a radio feature is undoubtedly due to the musical and dramatic versatility of its cast. Almost every citizen of Happy Hollow except Uncle Ezra can sing or play some kind of musical instrument, so he naturally leads the band. Even the musical themes and sequences are played by people who take character parts in the plays. Twice a week a broadcast is made direct from the town hall of Happy Hollow to display the talents of the cast and enable an even more intimate contact between the radio audience and Uncle Ezra as master of ceremonies. The idea of Happy Hollow and its story was created by Ted Malone, KMBC's young continuity director. In writing the first script for the play, he created the characters before the story and has since emphasized this phase in the feature's development.

Merchandising Value

THE VALUE of this daily feature from a merchandising standpoint is self-evident. Many products have been introduced to the middle west by virtue of their being placed on the shelves of the Happy Hollow general store. In this natural, true-to-life story, people eat, drink, sleep in beds, ride in automobiles, and use about everything that can be sold. KMBC pioneered the scheme of incorporating advertising into the lines of the play, an idea which has only recently been successfully accepted by national advertisers. For about a year and a half, the HAPPY HOLLOW BUGLE, an actual newspaper about Happy Hollow, has been read by thousands of KMBC fans every week, and has provided a wonderful tie-in for its advertisers.

Taken on Tour

ITS THEME song, "Happy Hollow, My Home Town," was written by Woody Smith, a member of the cast. It has been published and has had a large sale, thus establishing another point of contact between the station and the listener.

Last summer, actual broadcasts of Happy Hollow were made from the public square of 14 towns throughout Missouri and Kansas. Thus a survey of the feature's popularity was made and good will between the station and local merchants was created. More than a half million people stood in the boiling hot sun to see their favorite performers and to have their pictures taken. With such a tangible buying public, Happy Hollow has sold foods of every kind, chicken feed, stoves, lamps, oil, gasoline, motor cars, ice cream, incubators, furniture and many other worth while products necessary to the home.

Since KMBC took over key station service to more than 20 stations of the CBS network from Kansas City, the Saturday night Happy Hollow Barn Dance, characterized by Uncle Ezra as "The world's fastest movin' radio programy," is heard over the entire west. Judging from the response, interest in this type of feature is not confined to any one locality.

Bellows Raps Libel Bill in N. Y. Senate

ARGUMENTS against passage of the Hickey libel bill were presented last week by Henry A. Bellows, CBS vice-president and chairman of the legislative committee of the NAB, before the committee on codes of the New York State Senate at Albany. A similar bill already has passed the House.

The principal plea of Mr. Bellows was that any radio libel law "clearly distinguish between broadcasts completely under the control of the broadcasting company and broadcasts in which such control is neither possible nor desirable from the standpoint of public interest."

Declaring that the broadcasters are ready to accept the same responsibility as publishers of newspapers and magazines wherever they have control, Mr. Bellows suggests that broadcasters would have to adopt the role of censors of all speeches made over their facilities if a general libel act were adopted. Especial difficulties would arise in the case of political addresses, he said, as the Federal radio law specifically prohibits censorship.

"I do not want to see radio broadcasting compelled to put a bridle on all freedom of speech," he said.

Mr. Bellows was assisted at the hearing by Philip G. Loucks, NAB managing director, and E. S. Sprague, NBC attorney. Harold Smith, WOKO, Albany, and members of his staff attended the hearing.

Polish Language Net

WEBR, Buffalo, has the distinction of originating the first radio hookup in the Polish language ever undertaken. It is the key station in a Sunday program known as Father Justin's Rosary Hour which is sent over the newly formed Great Lakes chain to WCFL, Chicago; WGAR, Cleveland; WJBK, Detroit; KQV, Pittsburgh; WBRE, Wilkes Barre, and WGBI, Scranton.

WLWL Plea Denied

WLWL, New York, was denied increased operating hours on the 1100 kc. channel which it now shares with WPG, Atlantic City, in a Radio Commission decision last week. The Commission, Starbuck dissenting, sustained Chief Examiner Yost in that New York is amply served at present while WPG is the only station in Atlantic City.

XUM

Dill Offers Copyright Measure With Guards for Radio Industry

Sirovich Also Introduces Bill; Hit Tax on Wires; Hearing Held on Davis Omnibus Proposal

INTRODUCTION of a copyright bill that for the first time recognizes radio as an entity; a proposal in the 1932 tax bill that may have the effect of taxing network and remote control wires 10 per cent, and the holding of a hearing on the Davis omnibus radio measure, containing the anti-lottery provision, marked the progress of radio legislation in Congress during the last fortnight.

Col. Thad H. Brown's confirmation as second zone commissioner is expected during the week of March 14. Although the Senate Interstate Commerce Committee ordered a favorable report on it by a 10 to 1 vote, Chairman Couzens expects to deliver "a few remarks" in opposition on the Senate floor before bringing it up for final vote, which undoubtedly will be favorable.

By far the most important measure now before Congress that affects broadcasting is the bill (S. 3985) introduced by Senator Dill (D.) of Washington, co-author of the Radio Act of 1927, which codifies and simplifies existing and proposed copyright laws. It is designed to be a model law incorporating important features of the Canadian and other foreign copyright laws.

Senator Dill expects to press his bill for enactment in this session and will ask for early hearings before the Committee on Patents, of which he is a member. Rep. Sirovich (D.) of New York, chairman of the House Patents Committee, has also introduced a Copyright bill (H. R. 10364) very much along the lines of the Dill bill. But he is holding his plans in abeyance until his committee shall have heard the testimony of E. Claude Mills, recently renamed general manager of the American Society of Composers, Authors and Publishers, and Nathan Burkan, counsel for the Society.

Hits "Legal Racketeering"

THE REMEDY clauses of the pending Sirovich copyright bill according to its author, are designed to remove "the invitation to legal racketeering under the guise of the copyright law."

The time of hearing the Mills-Burkan testimony has not been fixed, but it will be soon, Mr. Mills having recently returned from his vacation. The committee has already heard from Gene Buck, president of the Society, and from Louis G. Caldwell, representing the National Association of Broadcasters.

Radio is mentioned specifically in the Dill bill, which will probably secure the support of broadcasters in its main essentials. The bill retains the requirement that there must be notice and registration of copyrights with the Register of Copyright in Washington. If there has been no notice and registration, the copyright owner is not entitled to any damages or any relief except an injunction. The copyright term is made 56 years instead of 28 years and a renewal for the same term as at present. Divisibility of copyright is sanctioned, that is, the copyright owner can sell part of his rights, such as performing rights, and the purchaser is given the right of the copyright owner to the extent of his assignment.

Where the copyright law now fixes $250 per infringement as the minimum penalty, the Dill bill substitutes a range from $50 to $10,000, the fine levied to cover all infringements up to date of suit rather than each infringement.

The chief features in the Dill copyright bill of interest to broadcasters are incorporated in Section 21, which is modelled after the Canadian copyright statute. In this section special restrictions are imposed on copyright owners who combine for issuing licenses and charging royalties for performing rights.

They must register all data about themselves, including the list of all the works they hold and data thereon, a statement of fees and royalties charged, etc., with the Register of Copyright. They are authorized to make a "fair and reasonable charge" for the use of their copyrights, but the amount must be a fixed one for a definite period of time. They are forbidden to place more than 10 per cent of their works on the restricted list.

The bill also contains compulsory license provision. It stipulates that when a combination grants a license to one member of a certain class of users, such as broadcasters, anyone in the same class can force its right to secure the same privilege on the same basis, with, of course, a varying scale of fees based on varying economic conditions.

Remedies both for the copyright owners and the broadcasters are prescribed. A combination can secure an injunction covering the works infringed, and not other works it may hold. Damages are to be in accordance with the scale previously mentioned at the discretion of the court. Unreasonable charges or discrimination must be subjected to compulsory arbitration, each of the parties to have an arbiter and a representative of the Federal Trade Commission to be the third arbiter. If either party refuses to arbitrate, the aggrieved party can go to the Supreme Court of the District of Columbia to compel such arbitration. (See further details in box on this page.)

To safeguard against a tax on wire line charges, which might be interpreted as the bill is now written to apply to broadcasters, who would inevitably have to pass the charge on to advertisers, the networks and the NAB are calling to the attention of the House Ways and Means Committee the wording of Part 2 of Section 701 of the general tax bill now before Congress.

Tax on Leased Wires

THIS IS the section devoted to the proposed tax on telegraph, telephone, radio and cable messages. As now written the bill would place "a tax equivalent to 10 per centum of the amount paid on or after such date to any telegraph or telephone company for any leased wire or talking circuit special service furnished on or after such date." The broadcasters, it is understood, have been informed that this was an oversight on the part of those drawing up the bill and that the committee had no thought of taxing broadcasters in this way. Either the committee or some member of Congress will offer an amendment to eliminate any possible interpretation of this section which might apply it to leased wires for broadcasting.

A flat 5 per cent tax on all radio advertising, which he estimated would yield a return of $5,000,000 annually, is suggested by Rep. LaGuardia, (R) of New York, in a blanket proposal for amendment of the tax legislation brought in by the House Ways and Means Committee. In informed legislative circles it was indicated that the measure has little hope of passage, and probably will be voted down when the bill is considered by the House.

White, Labor Heard

A HEARING on the Davis omnibus bill (H. R. 7716), the Senate counterpart of which is the White bill (S. 481), was held before the Senate Interstate Commerce Committee March 11. Senator White (R.) of Maine explained his proposed changes to the Davis bill, favoring the latter generally but urging a change in Section 12 so that International Telephone & Telegraph Co., whose subsidiaries, chiefly the Mackay companies, have radio channels, will not be forced to forfeit those channels because four of its 23 directors are aliens.

Congress will probably allow radio licensees to have 20 or 25 per cent alien directors, Senator Couzens indicated following the hearing, at which Frank Page, I. T. & T. vice president, testified.

W. R. Rubin, counsel for WCFL, Chicago, also representing the A. F. of L., opposed proposed changes in the appeals section of the radio act, which he claimed would give the Commission "autocratic power" and render and appeal to the courts "an idle ceremony." His chief objection was to the provision limiting court reviews to questions of law only, making final all the Commission's decisions on questions of fact. Mr. Rubin also proposed an amendment which would allow no company to own more than one clear channel broadcasting station. This was obviously aimed against network ownership of clear channel stations.

Radio in the Dill Copyright Bill

FOLLOWING is the full text of Section 21 of the newly introduced Dill copyright bill (S. 3985)—the section of chief importance to broadcasters in a bill written with an eye to a "square deal" for radio:

Sec. 21. If two or more persons owning or controlling copyrights or any rights therein combine either directly or by means of an association, society, or corporation to acquire or pool copyrights or rights therein, and to issue or grant licenses or other authorization for public performance for profit, or for broadcasting performances of copyright works or for the manufacture, lease, or sale of recordings or mechanical reproductions, and to fix and collect fees, charges, or royalties for such licenses or other authorizations, then—

(a) Every such combination of copyright owners shall file with the Register of Copyright:

(1) Names and addresses of copyright owners, and if a corporation or association its name, officers, and principal place of business, together with a true copy of its agreement or articles of incorporation and by-laws.

Must List Numbers

(2) Lists of all copyrighted works, and rights therein, over which such combination exercises or claims control, including those of foreign origin, together with dates of beginning and end of each copyright work.

(3) Names of the owners of said copyrighted works and the dates on which the term of their copyright begins and ends.

(4) Statements of all fees, charges, or royalties which such combination of copyright owners collects as compensation for the grants or other authorization together with such revisions thereof as from time to time shall be made.

(b) The lists and statements required to be filed under the preceding subsection (a) shall be kept open for public inspection at the Copyright Office.

(c) Any such combination of copyright owners upon compliance with the foregoing provisions shall be entitled to make a fair and reasonable charge for the rights conferred. Such charge shall be a fixed amount for a definite period of time.

Proof of failure to comply with the provisions of this section shall be a complete defense to any suit for infringement of a copyrighted work, and no combination of copyright owners or individual owner shall be entitled to sue for or to collect any license fees or royalties with respect to any copyrighted works not specified in the lists filed by it with the Register of Copyrights as herein provided, nor to sue for or collect any fees or royalties which are unreasonable or discriminatory, nor withdraw the performance of more than 10 per centum of the works covered by a license during the period covered by the licenses.

Whenever such combination of copyright owners has granted licenses for the use of copyrighted works which it controls, or changes its fees or its lists of copyrighted works covered by an outstanding license not yet expired, any person within each class of users operating under practically the same economic conditions and desiring to make similar use of such works shall, upon application therefor, be entitled to a license under the same terms and conditions as such licensees and it shall be the duty of said combination of copyright owners to grant such license upon payment of the stipulated fee.

In any action or proceeding

(*Continued on page 27*)

RMA Optimistic in Television Review

Art in Predictable Stage But Five Technical Problems Must be Solved Before Reception is Satisfactory

D. E. Replogle

DEVELOPMENTS in television have been accompanied by so many exaggerated and misleading statements that this sane and calm review of its progress and future prospects provides a welcome relief. While recognizing the economic and technical obstacles confronting satisfactory home reception, the RMA believes that reliable transmission of visual radio in the very high frequencies is not far ahead. The problem of obtaining financial backing for the experiments is serious, the statement points out, as commercial support is denied the experimenters.

DESPITE the numerous economic and technical problems that confront practical television, reliable transmission of visual radio on the very high frequencies "can be predicted" in the opinion of the Radio Manufacturers Association.

"Ample room for an adequate number of transmitting stations can be visualized in this short wave region (above 35,000 kc.)," says a statement issued March 5 by R. M. A. on the future of television. "It is perfectly conceivable that a sight and sound service can be worked out to be received on a single receiver with a simplified tuning and control mechanism."

Drafted by the television committee of the R. M. A., headed by D. E. Replogle, engineering executive of both DeForest Radio Co. and Jenkins Television Corp., the statement chronologically reviews the evolution of television from the first studies of Nipkow in 1884 to the present. It then discusses future prospects. The committee was created in 1928 to eliminate confusion in practices, terms and definitions and to standardize activities.

"From such a confused mass of conflicting statements and data regarding television," declares the statement, "only by picking out the pertinent facts from the work that has been done in the past and the facts that are presented in the present situation is it possible to draw any conclusions regarding the future of television. These facts have been many times oversold, at times maligned and altogether misunderstood, not only by the public but by the leaders of the radio industry itself, which must sponsor this new art."

Financial Problem

IN ADDITION to the technical problems presented in early television experimentation, there has been the "great problem" of obtaining financial backing, the R. M. A. declares. "Unfortunately," the statement explains, "companies have resorted to overstatements, lured prospects with the possibilities of television in order to sell stock, and often in these statements misrepresentations were made, with the result that the public has been very much confused as to the actual statement and present possibilities of the television art."

Discussing the present status of television, the R. M. A. says that mechanical features using rotating parts are in wide use for scanning and offer a most practical means of obtaining "passable" pictures. A direct pick-up system which has come to the front rapidly this year is that of the camera idea, which can be used for pick-up in a lighted studio as well as for outdoor work.

Much development has been made with the cathode ray tube system for transmission and reception. While this system has proved technically sound and shows the greatest possibility, its chief difficulties are in the production of large quantities of these systems at reasonable cost.

The five television bands, each 100 kc. wide, set off in the continental short waves, are held inadequate for good picture transmission because of the very wide sidebands needed for picture detail. It is in the ultra high ranges, from 35,000 to 80,000 kc., already blocked off for experimental television, that the greatest promise is held forth.

Reception of television has been possible by tuning with either a superheterodyne or tuned radio frequency receiver designed for such reception. Synchronized sound, R. M. A. points out, very often accompanies the picture transmission, and it is common practice to receive the voice transmission on the standard broadcast receiver. This, however, requires two receivers for picking up synchronized sound and picture transmission. In the television receivers, mechanical scanning and cathode ray electrical scanning have been employed. The latter has been capable of excellent results and shows great possibilities.

Entertainment Data Lacking

"WITH THE PRESENT economics of broadcasting," the statement continues, "it has been impossible to secure much data on the entertainment value of the subjects that can be broadcast due to the cost in presenting programs. The Radio Commission has up to the present time considered television only experimental and will grant no commercial rights. This means that all visual broadcasting must be done for the experimental value only, and no paid programs can be transmitted by television. This ruling has made impossible the receipt of any money in staging television programs. With commercial rights granted by the Federal Government, the problem will still be complicated as to whether advertisers will continue to assume the increased costs that television must impose for its successful operation, or whether the public can satisfactorily be taxed to bear this burden."

Five major technical problems remain to be solved before television can be a satisfactory home entertainment medium. These are enumerated as follows:

1. Greater detail should be obtained in received picture.
2. Television transmission pick-up equipment should be portable and as easily used as present day sound picture pick-up equipment.
3. Transmitting systems must be evolved which will have a satisfactory and reliable service range.
4. Receivers as simple in operation as our present radio receivers must be designed and built at a reasonable cost.
5. Quiet and satisfactorily illuminated picture equipment for the home must be designed and built at a reasonable cost.

Urges Same Time All Year on Radio

Daylight Saving Troublesome, Says National Advertiser

THE PROPOSAL that all broadcasting stations operate on standard time the year around, just as railroads do, instead of changing schedules twice a year in accordance with the daylight saving scheme, is made by Samuel Clyde, director of advertising, General Mills, Inc., Minneapolis, in a communication to Paul B. West, managing director and chairman of the radio committee of the Association of National Advertisers.

Calling attention to the "turmoil, misunderstanding, loss of time and efficiency and frequent distortions in coverage of national programs," Mr. Clyde says: "We have been using radio broadcasting now for nearly eight years, in increasing volume each year, and the one big drawback concerning this medium that we have discovered has been this condition of affairs."

While admitting that adherence to standard time all the year may work a hardship on the late evening sponsors, Mr. Clyde predicts that 90 per cent of all broadcasters will benefit from the change.

"In a variety of ways this is a very critical period for broadcasting," he adds. "The inquiries going on at Washington and elsewhere concerning the commercial use of radio unquestionably have given many interested in this cause considerable cause to think. Anything which can be done to eliminate the confusion, the loss of popular programs in certain areas due to conflicts and arguments between stations, networks and advertisers I should think would doubly be desirable at this time."

Mr. Clyde suggests that the opinions of members of the A. N. A. be solicited at once so that the matter may be presented to the major networks and to the National Association of Broadcasters before the daylight saving time starts this year.

NEW "YOUNG PLAN"—For facsimile transmission by radio; Charles J. Young, right, youthful son of Owen D. Young, standing beside device upon which he is working in RCA Victor laboratories at Camden, N. J., with Dr. E. F. W. Alexanderson, left. This device will receive and reproduce newspaper pages and other black and white facsimiles by radio.

XUM

U. S. Names Four More RCA Associates In Amended Anti-Trust Suit Complaint

Commission Upheld as WOW and WFI Appeals Are Denied; Record in High Power Case Filed by Six Stations

ACTIVITIES in radio jurisprudence during the last fortnight were climaxed by the filing of an amended bill of complaint by the Federal government in the antitrust suit against RCA and associated companies, in which NBC and three other associates of RCA were named for the first time.

Filed March 7 in the Federal District Court at Wilmington, Del., the new petition amplified the original suit alleging monopoly practices by the defendants in the manufacture and sale of receivers and tubes. The scope was broadened to include a charge that NBC is jointly owned by RCA, General Electric and Westinghouse and that it was "organized for the purpose of restraining competition in the business of nation-wide broadcasting."

The amended petition came in the midst of negotiations between the Department of Justice and RCA and its associates for creation of a radio patent pool, and for composing other differences which would have settled, out of court, the most important of the questions involved. Attorney General Mitchell declared filing of the amended bill does not mean that these negotiations have been broken off. In a statement by RCA, however, it was said the new petition "makes issue of and seeks an injunction against some of the very arrangements altered to meet the government's view."

In addition to NBC, RCA Communications, Inc., International General Electric and Westinghouse Electric International Co. were named defendants in the antitrust proceedings, bringing the number involved in the suit to 14.

Commission Wins Again

TWO MORE decisive victories were won by the Radio Commission in cases before the Court of Appeals of the District of Columbia, and are added to the string of favorable decisions won through the arguments of Duke M. Patrick, assistant general counsel. On Feb. 29 the court, in an opinion by Chief Justice Martin, sustained the Commission's denial of the application of WOW, Omaha, operated by Woodmen of the World, for the one-seventh time used by WCAJ, Lincoln, Neb., on the 590 kc. channel. WCAJ is owned by Nebraska Wesleyan University. The case was the first to raise the issue whether the facilities of an educational station should be forfeited upon application of a commercial station of proved merit.

The court refused to disturb the Commission's decision on the ground that it was not unsupported by substantial evidence, nor arbitrary nor capricious. The opinion pointed out that if the time now allotted WCAJ is given to WOW, the former station would be eliminated unless some other time is allocated to it.

The court stated that it is obvious that WOW is handicapped by the present time arrangement and that it would benefit by full time, but added it is doubtful whether the public "would be substantially benefitted thereby." It affirmed a previous ruling that "the cause of independent broadcasting in general would be seriously endangered and the public interest correspondingly prejudiced, if the licenses of established stations should arbitrarily be withdrawn from them and appropriated to the use of other stations."

In the second decision, on the appeal of WFI, Philadelphia, operated half time on 560 kc. by Strawbridge and Clothier, the court also found that the case raised only questions of fact rather than of law, over which the court has no jurisdiction unless there is a showing of arbitrary or capricious action by the Commission. Written by Associate Justice Robb, the opinion held that the evidence supported the Commission's finding that to increase WFI's power from 500 watts to 1 kw. day and night would result in objectionable interference with other stations on the same and adjacent frequencies and that Philadelphia and surrounding area now receive a good broadcasting service. The examiner had recommended granting the daylight increase but denial of the night increase. The Commission denied the application outright.

Burden on Applicant

APPELLANT, said Justice Robb, did not prove that the Commission, under the law, should reduce the power of three stations in overquota areas in order to permit the increase of WFI, located in an underquota state and zone. The Commission's regulations, he held, place upon the applicant the bur-

(*Continued on page 30*)

Red Book Inaugurates Radio Program Section

A FIVE-PAGE radio section, carrying network program schedules with complete sponsor listings and news of radio, was introduced in the April issue of RED BOOK, national fiction magazine published in Chicago. This is the first of the established national magazines to adopt this policy toward radio. Advertising agencies were informed in a brochure announcing its plans that RED BOOK regards as "shortsighted" any view that it is "fraternizing with the enemy."

"Why have the magazine and newspaper publishers thought of radio as an enemy—a sort of dragon to be slain?" asks the brochure. "Largely, we suppose, because in the ten short years radio has attracted so many listeners to its national programs and because so many advertisers have found radio a profitable medium to employ. But is there anything to be gained by this attitude? We don't think so."

"Sharp" Tuning

WHAT to do with old razor blades, the problem that has stumped the male gender the world over for generations, has been solved. It took a radio man to do it. H. Steanson, radio experimenter of Newcastle, England, built a one-tube receiver which incorporates 62 old blades. The set tunes five stations, with the blades used as condenser vanes.

Commission's New Rules On Clear Channels, High Power Hit by Caldwell

AN ATTACK on the high power-clear channel policy of the Radio Commission as set forth in the new Rules and Regulations, which became effective Feb. 1, is made by Louis G. Caldwell, radio attorney, in the current JOURNAL OF RADIO LAW, of which he is editor-in-chief.

In his article, which reviews the new codified regulations, Mr. Caldwell states that the new regulations define a clear channel as "a station licensed to operate on a frequency designated as a clear channel." The 40 frequencies designated in General Order 40 (now superseded), are enumerated, but, he adds, the regulations may be searched in vain for any further definition of a clear channel station or for any provision restricting the number of stations which may be assigned to such channels, even at night time.

Heretofore, while there has been no formal regulation of this sort, licensees have been protected by certain releases issued by the Commission which have been given the force and effect of regulations, and according to which on these 40 channels only one station would be permitted to operate at any time during night hours, thus insuring reception of a station's programs up to the extreme limit of its service range.

"The omission of a corresponding limitation in the new regulation," Mr. Caldwell declares, "is significant evidence of the relentless process of corrosion which is working toward the eventual destruction of clear channels. This means the reduction or elimination of broadcast service to rural areas in favor of additional service at urban centers in which the advertiser is more interested. Rural listeners have no organization through which to give effective voice to their rights and interests, and, unless the Commission will protect them, broadcast service in the United States seems doomed to serious impairment."

No 25 Kw. Limit

MR. CALDWELL brings out that the regulations limit maximum power on clear channels to 50 kw., rather than to 25 kw. regular and 25 kw. experimental power as was provided in General Order 40. The amendment to G. O. 42, providing that not more than four clear channels allocated to each zone will be assigned to stations operating with a power of 50 kw., is continued in force. There is no less maximum power provided, however, for the other four channels, whereas General Order 42, as amended, placed the maximum at 25 kw. Strictly construed, therefore, Mr. Caldwell declares, the new regulations permit 50 kw. on four of the channels and 49.99 kw. on each of the other four channels in each zone.

"The new regulations make no attempt to remedy the existing inequalities in the clear channel assignments as between the zones," Mr. Caldwell adds. "The fact is that while the first and third zones each has eight clear channels, the fifth zone has only 7, the second zone 7½ and the fourth zone 8½." He added that it is regrettable that the new regulations accomplish nothing toward protecting the listening public against destruction of clear channels by "consent" of the parties. By one device or another, he charged, five channels designated as clear have ceased to be such in whole or in part as a result of arrangements arrived at between licensees of stations and approved by the Commission.

Confusion in Congress

DEPLORING the power restriction on clear channels when European nations are boosting power to 120 kw. and more, and a 75 kw. station is operating in Mexico, Mr. Caldwell declares the restriction in the United States is a "curious compound with a large ingredient of psychology caused by hostility against high power on the part of a few members of Congress." He declared the latter have confused higher power, clear channels and chain programs with the supposed "menace of a radio trust" and have not understood that high power stations on clear channels are indispensable if rural population is to receive broadcasting service.

Arnold Reports Revival Of Trade Through South

RENEWED confidence and signs of a revival in business are apparent in the south and southwest, according to Frank A. Arnold, director of development for the NBC, who has just returned to New York from a 10,000-mile trip.

Mr. Arnold visited Havana, the Gulf states, Texas, Arkansas, Colorado, Utah and Arizona. He made 53 addresses and microphone appearances. He reported that the mental attitude toward business is much more optimistic than a year ago.

Loses Libel Suit

NORMAN T. BAKER, who operated KTNT, Muscatine, Ia., until the station was silenced by the Radio Commission, lost his fight against the American Medical Association March 3 when a federal court jury at Muscatine failed to award him any damages in his libel suit for $500,000. The Baker cancer cures, formerly advertised over his station, were attacked by the association, which admitted the criticisms it had published, the court refusing the admit testimony of Baker witnesses to show that his cures were successful.

Paley Group Reacquires CBS Stock from Paramount-Publix

More Than $6,000,000 Reported Involved in Deal; Net Now Owned Entirely by the Management

William S. Paley

COMPLETE ownership of CBS stock has been restored to William S. Paley and his management through purchase of the 50 per cent stock holdings of the Paramount-Publix Corporation by a group headed by the CBS president. While the purchase price was not disclosed, it is understood to have been between $6,000,000 and $8,000,000.

In an announcement March 8, following several weeks of negotiation, Mr. Paley said that the transaction brings the ownership of the system completely into the hands of the present management, with no interests represented external to the company. Associated with Mr. Paley in the purchase were the investment banking house of Brown Brothers, Harriman & Co., which has placed a portion of the stock with its associated interests, the Lehman Corporation, Field, Glore & Company and Herbert Bayard Swope, formerly executive editor of the NEW YORK WORLD.

"The participations," said the announcement, "are for private investment and no public offering is contemplated. The directors who have represented Paramount on the board have resigned, and their places will be filled at the next meeting of the Columbia stockholders to be held within a month."

Although CBS headquarters declined to discuss the price involved, a press report from New York stated the transaction was consummated for $5,200,000. This figure, however, is believed low, because Paramount had the privilege of getting outside bids on the stock preparatory to offering it to the Paley group, which has first option to repurchase under the original sale agreement of nearly three years ago.

$1,164,000 in Cash

AS TO THE financial consideration, the New York Times, on March 9 reported:

"The Paramount-Publix Corporation received $5,200,000 for its half-interest in CBS and has repurchased all its own common stock which it was obligated to reacquire under the agreement under which it originally obtained a half-interest in the broadcasting company. This obligation involved a payment of $4,036,000, indicating that Paramount-Publix had obtained a net amount of $1,164,000 in cash under the transaction. The company announced that it had no further obligation under this or any other transaction to repurchase any more of its stock."

While the repurchased stock will be voted by the Paley group, it is understood that approximately 20 per cent of it is being held by the banking interests under option.

Paramount acquired the 50 per cent holding in CBS in June, 1929, for an unstated sum, plus a block of Paramount stock. The figure, plus the evaluation of the movie stock at the market price then, unofficially was estimated at $5,000,000. Decision to resell its stock to CBS is understood to have been reached because the movie-theatrical industry is suffering severely from the depression.

CBS was purchased by Mr. Paley in association with a family group on Sept. 25, 1928, from the Columbia Phonograph Co. Then it had only 16 station outlets. The network has grown to 91 associated stations. To assure the availability of musical talent, CBS last year acquired control of seven leading concert bureaus of the country, merging them into the Columbia Concerts Corp.

Presumably, management of the network will not be affected by the purchase. Whether Mr. Swope, who has shown deep interest in radio, will become associated with CBS in an executive capacity subordinate to Mr. Paley has not been divulged. Shortly after leaving the editorship of the WORLD several years ago Mr. Swope became interested in a radio news association project, designed to use wave lengths in the dissemination of news to radio stations. The scheme was dropped, however, after preliminary hearings before the Radio Commission.

Statement by Paley

A STATEMENT by President Paley following announcement of the acquisition of Paramount's CBS stock said:

"While broadcasting is now thoroughly established, I do not believe that even yet we can foresee its whole destiny. We do know that throughout the industrial crisis commerce and industry have found it an indispensably strong weapon and that it is now assured of sufficient revenues to meet the vast sums required to serve its public and to leave a fair margin for profit. This healthy stabilization has put broadcasting in strong position to grapple with its ever new problems and to develop to a degree in America that it does not seem possible for it to attain anywhere else.

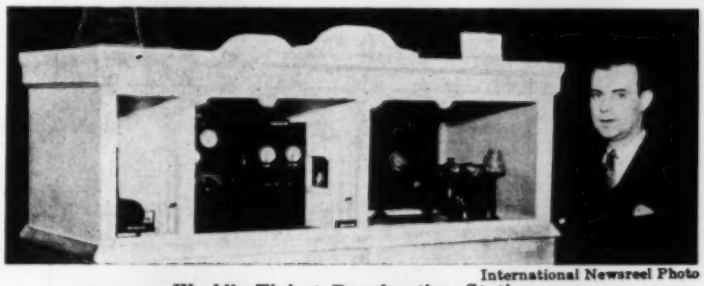
"No man can ask for a more absorbing task than is mine and it is in a spirit of sober recognition of my responsibility to the public that I continue at it. We are frankly proud of what Columbia has done and is doing and I take this opportunity to express my gratitude to the many men and women, both in and out of the organization, who are helping me make a success of a job that no man could achieve alone."

Dusky Stuff

THE "VOICE of Muscle Shoals," Sheffield, Ala., otherwise WYPC operated by a negro preacher, has ceased broadcasting by request of Test Car No. 2, Radio Division, Commerce Department. Discovered after causing interference with licensed stations, the outlaw claimed it broadcast with "90,000 horsepower," and it had operated on just any old frequency. The preacher, whose name is withheld, is said to have sold time to members of his congregation, and claimed that his high "horsepower" would cover everything. Inspectors found the actual power to be 7½ watts. The parson pleaded ignorance of the law and promised to shut down and behave.

KOB Asks Less Power

AUTHORITY to decrease its power from 25 to 10 kw. as a means of conforming with radio regulations specifying that licensed power shall not exceed the capacities of transmitters was requested in an application filed with the Radio Commission March 7 by KOB, State College, N. M. The station, operated by New Mexico College of Agriculture and Mechanical Arts, has been unable to conform with the regulations requiring 75 per cent modulation with licensed output, and, presumably because of its financial situation, has been unable to purchase the required equipment. It operates on the 1180 kc. clear channel, sharing with KEX, Portland, Ore.



International Newsreel Photo

World's Tiniest Broadcasting Station

THIS IS Station WEE, probably the tiniest broadcasting station in the world. It stands 8 feet high, 55 inches long and 19 inches wide. It was built by John Boyle, of Philadelphia, who exhibited it recently at the Boston radio show. Complete in every detail, the station actually can transmit radiophone impulses. It is not a licensed competitor of other broadcasters, however.

Nets Tell Congress Status of Holdings

Erroneous Reports Corrected By Butcher and Russell

TO CORRECT apparent "misapprehensions" among members of Congress as to the network ownership and control of broadcasting stations, Frank M. Russell, Washington vice-president of NBC, and Harry C. Butcher, director of the Washington office of CBS, have addressed letters to Senators and Representatives detailing the actual station holdings of their respective companies.

Mr. Russell pointed out that there are 87 stations in the several networks of NBC. Five are owned outright, namely, WEAF and WJZ, New York; WENR, Chicago; WTAM, Cleveland, and WRC, Washington. Two General Electric Co. Stations—KGO, Oakland, Cal., and KOA, Denver—are managed and operated for that company by NBC. The network owns one-half interest in WMAQ, Chicago, and has a lease to operate it. Recently it also purchased a majority of the capital stock of KYA, San Francisco; KJR, Seattle; KEX, Portland, and KGA, Spokane.

Mr. Butcher stated that CBS owns WABC, New York; WBBM, Chicago; WBT, Charlotte; WCCO, Minneapolis, and WKRC, Cincinnati. It also owns 51 per cent of the stock of KMOX, St. Louis. In addition, it leases WPG, Atlantic City, owned by the municipality. In all there are 91 stations on the CBS network.

"Stability of network operation," Mr. Butcher said in his letter, "and the fact that most of the stations are important origination points for network programs have been the guiding factors in our requiring ownership or control of this group of stations.

"Columbia's contractual arrangements with the other stations on the network are such that all stations have many hours daily to devote to local broadcasts, and Columbia does not in any way attempt to dictate their policies beyond doing all in its power to bring every station associated with it in line with its own high standards of entertainment, education and public service."

Denying statements made in recent Congressional discussion of radio, in which the assumption was taken that NBC dominates the policies of the associated stations, Mr. Russell wrote:

"We have no written contract or traffic agreement with the 75 independent stations associated with us. Every single program, whether it is sponsored or sustaining, is offered to each of our stations and they are free to accept or reject each or all of them at will. Our stations are under no obligation to accept service from our company. This freedom of action is one of the cardinal principles upon which the NBC was originally conceived."

RADIO PRAGUE, the new 200 kw. station in Czechoslovakia, from which President Masaryk's address to America was "keyed" to CBS Feb. 23, was built by Standard Electric Doms a Spolecnost, Prague, associate company of the I. T. & T. Co., New York.

Specializing in Community Programs

Trade Bodies Sponsor Broadcasts, Merchants Pay Bills, Station's Audience Increased by Local Interest

By C. C. MARBLE,
Assistant Production Manager,
WBSO, Needham, Mass.

COMMUNITY broadcasting on a specialized scale has become an important feature at WBSO, Needham, Mass. The numerous communities broadcasting continually from this station more than speak for the success of these programs.

One of the most successful is the sponsored type of broadcast in which the board of trade or chamber of commerce is asked to participate in the broadcast at no expense to either organization. Before contacting the merchants, the board or chamber is first acquainted with the proposed program. If it is approved, accounts are solicited from the merchants—usually about ten in number—and they in turn are allowed commercial announcements of 150 words as their part of the program.

The program nearly always occupies an hour and is devoted exclusively to one community. It opens with a talk by some member of the civic body sponsor or by a speaker designated by it. Subjects selected deal with town activities, future plans and ways of improving various municipal conditions. The remainder of the hour is devoted to music and entertainment, interspersed with the short commercial stories. This provides a program with the least amount of noticeable continuity and is at the same time the most effective means of getting across commercial stories to a specialized listening audience.

Building an Audience

THIS AUDIENCE is increased by various means. Clubs, organizations, and groups are invited to participate in the broadcasts. For instance, in one community, the women's club is given a definite date to take part in one of the community broadcasts. The club presents an extremely enjoyable program, consisting of numbers by a chorus of more than forty voices and solos and readings by its most talented members.

Another hour may be given over to the school children. A group of fifty presents choral and instrumental numbers, and the remainder of the children of the school listen to the broadcast in the auditorium at their school. Add to this the numerous interested parents, relatives, and friends listening in and you certainly have a greatly increased audience and surely many new friends for your station.

All request programs, in which phonograph records are used, nearly always start the phones ringing merrily.

A great deal of the expected pauses in this type of broadcast can be overcome by competent direction. Attention is called to these broadcasts by news items in local papers or a line or two giving date and time in the advertisements of the merchants, in posters placed in windows of stores, in trailers, in motion picture theatres, and, last but not least, through comment and discussion by the merchants, listeners, and the various clubs, organizations and the persons who participate in the programs.

Perhaps all this seems like a great deal of hard work, but it is well worth the effort and proves to be of great value to the small merchant in a local community. The returns, measured in satisfied clients, increased audience and station good will, are surely worth the effort and added time necessary to produce them.

Old Church Station Turns Commercial

THE UNUSUAL picture of a church broadcasting station that has turned commercial is presented by KRE, of Berkeley, Cal. Owned by the First Congregational Church, the station, one of the older broadcasting units, has been semi-commercial for several years, but now the major portion of its programs are sponsored.

One of the program features is the "Chapel of the Chimes" organ, located in the California Crematorium and the Memorial Columbarium. From the studio, in the Hotel Claremont, another remote line runs to the hotel's garden room for nightly music by Bob Kenney's University of California dance orchestra.

KRE programs include the regular run of sustaining and commercial hours, with a plentiful supply of music, speeches, news, drama, education, religion and other types of broadcast. The commercial features pay for the operating cost and, in addition, the Congregational Church is able to reserve time for broadcasts direct from the pulpit on Sundays and at other times. The station also carries the Earl Foundation lectures for the Pacific School of Religion, Berkeley.

O. W. S. McCall is pastor of the church and Arthur Westlund is the KRE manager.

Shakespearean Scenes New NBC-KGO Feature

NBC ON March 3 inaugurated a series of Shakespearean programs especially designed for high school students at its San Francisco studios. The program, which is heard at 11:45 a. m. on Thursday, has the spot immediately following the weekly school broadcast sponsored by the Standard Oil Co. of California.

Dr. Guy Montgomery, dean of the College of Letters and Science, University of California (Berkeley), prepared the list of Shakespearean scenes for the series. Printed programs have been prepared and are sent to schools on application to the state university. Five stations of the NBC-KGO network, KGO, KOMO, KGW, KFI and KFSD, are carrying the program.

THE DOMINICAN government at San Pedro de Macoris opened a new station recently with 200 watts power on 600, 700 and 925 kc.

WMBC Wins Case

DETROIT'S much-involved 100-watter, WMBC, has won its license renewal and authority to move locally despite opposition of other Detroit stations and despite the fact that an earlier decision of the Radio Commission favored its deletion. This is the station which won widespread notoriety when its political commentator, Jerry Buckley, was murdered by gangsters in 1930. Col. Thad H. Brown, new second zone Commission appointee, personally handled the legal end of the case, which has involved perhaps more political ramifications than any other case in Commission history. Commissioner Starbuck alone dissented from the decision reinstating the station.

New Station Grant

ESTABLISHING a precedent, the Radio Commission March 8 granted, without hearing, the application of the Granite State Broadcasting Corp. for a new 250-watt daylight station at Portsmouth, N. H. The station was assigned to 740 kc., the clear channel of WSB, Atlanta, which also is used limited time by KMMJ, Clay Center, Neb., with 1 kw. Action was taken under the new rules and regulations, and the grant is temporary for 20 days. Should any interested parties protest, a hearing automatically will be scheduled under the new rules.

Longest Network

LONGEST wire haul of all networks is that of the NBC-KGO western network, which, extending east to Montana, is 5,000 miles long, according to A. H. Saxton, NBC Pacific division engineer. Programs originating in KGO, Oakland-San Francisco, travel to KGW, Portland; KOMO, Seattle; KHQ, Spokane; KGHL, Billings, Mont.; KGIR, Butte; KOA, Denver; KSL, Salt Lake City, then back to San Francisco and thence to KFI, Los Angeles.

Copyright in Canada

CANADIAN broadcasters, too, appear to be having their copyright troubles. Six stations in Alberta have petitioned the Dominion government to inquire into the fees charged by the Canadian Performing Rights Society, Ltd., of Toronto, which controls Canadian musical copyrights. The Secretary of State has the request under advisement.

Solicitation by Mail Shows An Increase

But Large Losses Reported From Dead Letter Office

NEW DEPARTURES in advertising procedure caused by depressed economic conditions and the desire of the producer to try out various media are discerned in Washington by those who have opportunity to watch these trends.

Coincident with the steady increase in radio advertising accounts for most stations, the Post Office Department discloses that there has been an increase in direct mail solicitation in the various classes of service. However, along with that increase, there has been a large increase in dead letters, as reflected in postal figures for the 1931 fiscal year. This shows that first-class direct-mail advertisers lost nearly $325,000 through use of obsolete mailing lists and failure to use return address envelopes.

W. Irving Glover, Second Assistant Postmaster General, declared it was his own view that radio is proving a material advertising factor, more particularly in local communities and rural areas. He also said that the department has experienced "an appreciable increase" in direct mail solicitation, and that there has been a "very large increase" in the use of the air mail for advertising solicitation.

Burton G. Cowles, superintendent of the division of dead detters and dead parcel post, declared that despite the department's constant campaign to persuade direct-mail advertisers to keep their mailing lists up to date and to carry return requests on envelopes, the division received 6,450,164 first-class letters containing advertising matter during the 1931 fiscal year. He said this represents a loss of hundreds of thousands of dollars to advertisers and of thousands to the department.

Circulars and advertising matter comprised about one-third of all the dead letters received during the year. Mr. Cowles said each piece of such mail is valued at 5 cents, to cover cost of material, printing, labor and postage, and that on that basis the estimate for the letters sold as waste during the 1931 fiscal year was $322,508. Postage alone made up $129,003 of the total.

These figures, however, cover only first-class dead mail, and the department estimates that a much larger amount was lost by advertisers who used the third-class. It is estimated, roughly, that the advertisers' loss in both classes was well over a half million dollars.

A RURAL mailing list available to advertisers, newspapers and publications generally may be included in the annual Postal Guides in the future. Instead of publishing a list of the number of rural routes at all offices, the department contemplates printing the number of letter boxes collectively on all routes from each office. This information probably will be compiled in March so that it may be assembled in time for publication in the July guide.

XUM

British Disk Firm To Rival U. S. Trade

London Transcriptions Allow Intervals for Advertising

COLONIAL Radio Programmes, Ltd., has been organized in London to record all-British electrical transcriptions and to distribute them to stations in the British Dominions and Colonies. Besides being designed to "strengthen the bond existing between the people of Great Britain and their brethren overseas," WORLD-RADIO, widely circulated weekly periodical published by the government-owned British Broadcasting Corp., admits that "it is possible that a number of these programmes will be sold by Dominion and Colonial stations to local advertisers."

For the purpose of local advertising announcements, the transcriptions will have intervals "during which the advertisers' announcements can be superimposed in the local studio." Names of the backers of the enterprise are not stated, though it appears to be a private project promoted along the lines of American transcription companies.

WORLD-RADIO devotes considerable space to detailing the advantages of electrical transcriptions, and points out that the Dominions and Colonies will not have to wait until 1933 to hear all-British programs when the Empire short-wave station now being built at Daventry to relay such programs is completed. It also states that it is the hope of the new company to supplant the transcriptions made in the United States which now have considerable circulation in British territory.

The company intends to use only British artists. Later it hopes to enter into reciprocal arrangements by which the Dominions and Colonies will be able to exchange programs through London, i. e., recorded in one country and then circulated through the London organization among other countries.

Recording apparatus has been obtained and "a record of ordinary size which can play for half an hour without break" will be used. International copyright complications have been overcome, it is reported, by arrangements by which the copyright fee will be paid in England and scaled according to the number of stations subscribing to the transcriptions.

Music Corporation Adds Paramount Tower Floor

MUSIC CORPORATION of America has just expanded onto the tower floor of the Paramount Building, New York. Plans for remodeling the older quarters on the thirty-first floor and the observatory floor, thirty-three stories above Broadway, were announced by Jules C. Stein, president of the Music Corporation.

The tower floor has been done over to create a penthouse atmosphere, but the rooms are equipped with modern office appliances. The additional quarters are utilized by stenographers, secretaries and sales personnel who have been added to the growing Music Corporation's staff.

Scenes From "Wild Waves," Which Takes a Shot at the Radio Studios

Copyright, 1932. New York Tribune, Inc. Courtesy NEW YORK HERALD-TRIBUNE

Scene from current New York production, showing Osgood Perkins, Betty Starbuck (not related to the commissioner) and others in a play satirizing the business of broadcasting. Play is expected to be made into a movie later.

By SAMUEL KAUFMAN

"WILD WAVES," a satirical comedy in which broadcasting and broadcasters are the objects of cynical portrayals, opened at the Times Square Theatre, New York, Feb. 19, and has since been a subject of lively discussion in New York radio circles. The play is from the pen of William Ford Manley, himself well-known in radio as a continuity writer for many NBC and CBS presentations.

The radio background and atmosphere is sincere but the studio characters as well as the jumbled melodramatic theme are greatly exaggerated. They say Mr. Manley built some of the characters around real persons in network studios and, as a result, much guessing has been going on in radio circles as to whom the characters were patterned after.

All of the action takes place in the lobby, studio and offices of Station WWVW, New York. In the course of action, the station becomes the key of the Trans-American Broadcasting Corporation. Auditions, theme songs, bed-time stories, studio chimes, announcers, sponsors, slogan contests, crooners, continuity writers, and vice-presidents come in for plenty of guying.

A plot centers around one John Duffy, a singer who has the voice—but little faith in his ability. He falls down on an important audition and the contract goes to Roy Denny, the idol of women listeners. At a crucial moment when Denny cannot appear, Duffy takes his place under Denny's name and wins the contract for Nancy Hodson, of the sales staff. Duffy scores so well under Denny's name that he continues to appear in Denny's place on account of the latter's voice failing. Only four persons are in on the secret arrangement conceived by Mitch Gratwick, station manager with countless duties.

Denny, Duffy, the control man, and Gratwick are the only persons in the deal and Denny's income is split amongst them. Gratwick bars all persons from the studio when the program goes on the air and even station officials do not know that Duffy sings. The latter's presence in the studio is accounted for by his assigned duties of sounding the chimes. Between sounding the chimes, Duffy autographs and mails photographs of Denny, now a radio sensation. The misrepresentation of Denny is not known until he is kidnapped from the studio by gunmen. With the secret known, Gatwick, Duffy and Nancy —who is in the secret by now—are all fired and look forward to a fresh start on a small station in Babylon, Long Island, where there are no vice-presidents or studio chimes to worry about.

Gatwick, played by Osgood Perkins, is an excellent portrayal of a bored, harrassed and bitter station manager who does the multiple duties of writing bed-time stories, announcing, composing and accompanying, among many other assignments. John Beal as Duffy, Betty Starbuck as Nancy Hodson and Bruce MacFarlane as Roy Denny, portray their exaggerated roles in a pleasing manner. Robert Shayne as the control man gave a good performance. Most of the laughs in the show went to the surrounding cast of musicians, artists, job-seekers, etc.

Pebeco Tooth Paste Puts All Its 1932 Advertising On Radio as Experiment

PEBECO TOOTH PASTE programs are now being heard every day in practically every part of the United States as the result of a decision of Lehn & Fink, Inc., New York, owners, to devote its 1932 advertising virtually entirely to radio. This step was taken on the basis of results of a comparatively small use of radio last year and after 12 years of magazine advertising and seven years of newspaper campaigns.

"Our new plan, of course, is experimental to a degree," Edward Plaut, president of Lehn & Fink, said. "Whether radio will be as effective later on when economic conditions take a favorable turn remains to be seen. This year, however, we are convinced that the more established forms of advertising will not prove as effective as the unusual forms like radio."

Twenty odd cities have been selected for the broadcasting outlets after a careful survey. The principal parts of the advertising program will be included in the CBS Homemakers Hour in which Ida Bailey Allen will present "The Living Great," which outlines the lives of unique living personalities. In a few other cities special spot programs are being tried out.

Novel counter and window displays are being prepared for the use of retail druggists. Sampling will be done on a limited basis.

Contract for Time

PURCHASE of the complete time schedules of WHAP, New York, by the Fifth Avenue Broadcasting Corp., 154 W. 57th St., New York, and of WOAX, Trenton, N. J., by the Trenton Broadcasting Co., has just been completed. WHAP is owned by the Defenders of Truth Society, Inc., headed by Franklin Ford, and WOAX is a subsidiary corporation of the Defenders of Truth Society. The Society continues to operate both stations but has sold all its time, which in the case of WHAP is shared with WEVD, WBBR and WHAZ and in the case of WOAX is shared with WWRL, WLBX and WMBQ. The companies taking over the time are both controlled by Clarence Taubel and Paul F. Harron, who head the corporations operating WPEN and WRAX, Philadelphia.

B. B. C. Renders Account

"ACCOUNT RENDERED" was the title of a New Year's eve broadcast by the British Broadcasting Corp., which featured various events of the year as they were covered by radio. Free use was made of the Blattnerphone, the recording device by which the B.B.C. maintains a complete "library" of momentous broadcasts, and by means of it the Cenotaph Service Premier MacDonald's speech on the formation of the National government and Lord Snowden on the Gold Standard were repeated. The program was interspersed with dance music.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Audible Journalism

IF ANYONE has any lingering doubts as to radio's rightful claim to being a medium of "audible journalism," let him consider two developments of recent date that significantly point out the growing stature of broadcasting as a purveyor of news. Even more significant is the fact that, in the face of opposition among certain newspaper interests, radio still holds out its hands in an offer to cooperate with printed journalism—a cooperation that inevitably must benefit both, radio and the press.

Broadcasters practically cleared their wires and wave lengths for the reports and bulletins on the Lindbergh kidnapping case. Radio reporters, heard via remote controls from strategic points, were accepted by the Lindberghs and by officials on a par with the press reporters who swarmed Hopewell village. When the Lindberghs made their first appeals to the kidnappers in the hope they might be listening-in, their statements were given to the radio as well as the press.

The radio reporters, be it said, took no undue advantages either of the unfortunate couple, the police or their press colleagues. They handled the whole affair with tact and good taste. True, one unfortunate broadcast did go out over one local station, prematurely announcing the recovery of the baby. It was one of those things that will happen in a tense atmosphere surcharged with reports, counter reports and rumor. Fortunately, it was a local broadcast not heard very widely. Some of the press seized upon the incident to decry radio once more. But certainly this error was as nothing compared to the false rumors, blatantly misleading headlines and silly interpretations that filled the columns of many newspapers.

That radio intends to continue to cooperate with the press as a whole, was indicated when both of the large networks covering the Lindbergh case from the scene had its announcers urge their listeners to read the next editions of their newspapers for further details.

The second development showing that radio is coming of age as a medium of journalism is the sale of the full service of the United Press, one of the Big Four press associations which hitherto has served newspapers only, to Station KNX, Los Angeles, as reported elsewhere in this issue. This breaks the ice again. It clearly confirms our view that radio stations occupy much the same place in their communities that newspapers do. When big news breaks, when a public appeal must be made (viz., President Hoover's current anti-hoarding drive), when the nation is on the *que vive* for information, the public has every right to get the reports by radio.

Radio's coverage can be brief and ephemeral at best; it must catch the ear when the ear is receptive and the set tuned in; its communications are not of record—so that it really does not compete with the eye appeal of the printed word, to which listeners almost always are stimulated by radio reports to turn for further details.

United Press thus simply has followed the lead of the foresighted David Lawrence, noted journalist and radio speaker, whose Consolidated Press Association for nearly a year has offered its complete news service to radio stations to be handled either as sustaining or sponsored broadcast features. More than a dozen stations have already availed themselves of this service.

The Los Angeles station is willing to pay and does pay a substantial price for the United Press service, which, unlike the cooperative Associated Press, is a private competitive enterprise. Most stations secure news bulletin services by arrangement with local newspapers, sometimes eagerly but sometimes grudgingly given. The day is now at hand when stations unable to secure local newspaper cooperation—and the newspapers, if they only knew it, are thereby forfeiting the most valuable publicity and promotional aide in the world—can begin buying their own news services directly. Who is there to gainsay their right to do that?

Buy your broadcasting insurance now, when the industry is young and the rates are low. Cost: Good judgment + sound business practice — questionable advertising ÷ fair play × constant improvements in public service.

Cold Facts

NO HIGHER tribute could be paid the broadcasting industry than that shown in the official records of the Federal Trade Commission—that no broadcaster ever has been formally cited for unfair competition or fraudulent advertising.

It takes facts to prove any case, and those facts are available in the case of commercial radio. Stripped of the insidious propaganda of calamity-howling groups who dread broadcasting, and of the political blather conjured up to appease those same groups, we find that radio advertising not only is fundamentally sound, but cleaner, more wholesome, and often more effective than any other medium.

The Trade Commission is a hard-boiled, lobby-proof agency. It deals in facts and yields to no political bludgeoning. The Commission has not found broadcasting lily-white. But in getting to bed rock, it did find that where questionable advertising was carried over stations and brought to the attention of the broadcasters, it was immediately thrown off the air voluntarily by them.

That is more than can be said for any other advertising medium. It is true that broadcasting it but a babe among advertising media, and that the time element should be considered. It is equally true that some advertising programs on the air should be eliminated. But we stack broadcasting's record of *facts* against that of any other advertising medium.

It should be intensely gratifying to the industry that Chairman Humphrey of the Commission so heartily commends broadcasting for the basic "quality and integrity" of its advertising, and for the ready willingness of stations to cooperate in the elimination of questionable matter.

Broadcasters will try to keep the slate clean. They should close the door to accounts of borderline nature and reject quack medicine and other false and misleading advertising campaigns. Let the competitive periodicals be plastered with them and pull in the sheckels that, to quote Chairman Humphrey, "rob the people of hundreds of millions of dollars annually." Restraint and good taste will pay in the long run.

The RADIO BOOK SHELF

NOVELISTS before have shown us glimpses of life behind the footlights, but the glamour, the thrills, the heartaches and disillusionments of life behind the scenes of a famous broadcasting studio are set forth in a new novel of the radio world, "Please Stand By," by Madeleine Loeb and David Schenker (The Mohawk Press, New York, $2). Many characters famous on Broadway and in the radio world enter into this story of the romance of the attractive publicity director of one of the large networks and a Spanish orchestra leader who rises from obscurity to nation-wide popularity due to the efforts of friends able to "pull the strings" from the inside. Written in a thoroughly modern vein, this glimpse of studio life will appeal to anyone at all interested in radio broadcasting.

THE NATIONAL Advisory Council on Radio in Education has issued a "Listener's Handbook," prepared by Dorothea De Schweinitz, (University of Chicago Press; price 25 cents) for use in connection with a series of Vocational Guidance broadcasts over the CBS network this spring. The handbook is designed to interpret the lectures for personal application. It also contains a list of books suggested for supplemental reading.

THE SECOND EDITION of "How to Become a Radio Amateur" (American Radio League, Hartford, Conn.; 25 cents) has just been issued. The 32-page brochure contains the latest developments in amateur radio from the League's headquarter laboratories. The first edition, published in 1930, had nearly 50,000 sales.

THE BUREAU OF STANDARDS is publishing in its February edition of its JOURNAL OF RESEARCH a description of a new instrument, known as the "composite-coil" type, which is particularly suitable for measuring alternating current, voltage or power with extreme accuracy. The device is said to be ten times as accurate as the high grade portable equipment now available.

A NEW EDITION of "Foreign Radio Broadcasting Services," corrected to Jan. 15 last, has just been issued by the Bureau of Foreign and Domestic Commerce, electrical equipment division, Department of Commerce. It was compiled by Lawrence D. Batson.

We Pay Our Respects to—

LAMBDIN KAY

MEET Dixieland's most famous Little Colonel—Lambdin Kay, director of WSB, Atlanta.

It was exactly 10 years ago—on March 15, 1922—that the U. S. Department of Commerce granted call letters to the new 100-watt station erected by THE ATLANTA JOURNAL at the instance of Major John S. Cohen, its editor. It was the first broadcasting station in the South.

Today this pioneer newspaper broadcasting station not only enjoys a warm place in the hearts of those who dwell in the Southland but, operating with 5 kw. on its clear channel, is preparing shortly to widen its listening range and audience with the 50 kw. recently awarded it by the Radio Commission in its high power grants.

Casting about for someone to manage the station when it was being planned, Maj. Cohen espied the diminutive Lambdin Kay — he stands just five feet four inches—at a news desk. While Maj. Cohen saw some possibilities in radio as an adjunct of his newspaper, he didn't realize the immensity of those possibilities until the dynamic Lambdin went into action.

Who is there in radio—who indeed among the DX dial-twisters of the last decade—who does not know the voice of Lambdin Kay? His sing-song intonation of "At-Lantah, Jaw-Jah" became a national trademark at a time when today's highly specialized art of radio announcing was a colorless and perfunctory detail of station routine. Everybody in the South knows from his drawl that "the Journal covers Dixie like the dew." Even now, in addition to his managerial duties, Lambdin regularly takes his turn before the microphone.

It was he who coined the slogan "Voice of the South" for WSB, said to be the first slogan on the air. It was he who introduced the three-note chime which was destined to become so familiar to network listeners. He led the way in humanizing station-audience relations by acknowledging the presence of individuals, by founding the first "fraternity of the air" with rules and bylaws and initiations and ceremonials, by giving radio a touch of real humor in his "Hired Help Skylark."

The staff has grown from two engineers and Lambdin Kay to 30 persons supervising a 17 to 18 hour daily schedule. One of the station's most prideful claims, aside from the numerous innovations it first brought to radio programming, is the fact that Rosa Ponselle, Alma Gluck and Efram Zimbalist made their radio debuts in its studios, which started in the proverbial "cigar-box" way and now occupy almost an entire floor of the fashionable Atlanta Biltmore Hotel.

Lambdin Kay is one of the two or three oldest announcers still on the air. Born of Southern parents in Brooklyn, N. Y., March 29, 1889, he made his home in Atlanta for the last 25 years. He played football at the University of Georgia, once published a movie magazine and operated two movie theaters, indulges in one annual round of golf in the Atlanta newspaper tourney. He has been happily married for four years. He devotes fragments of his spare time to the study of wild bird life, a hobby that has led him to erect a haven in his suburban home where more than 50 varieties of birds find food and shelter. He hopes some day to realize his ambition of being a writer of fiction and expects to use the miracle of radio as his material.

PERSONAL NOTES

SCOTT HOWE BOWEN, New York radio station representative, was expected back in New York March 14 after a two-week motor trip to Ohio.

ARTHUR C. THOMAS has been appointed manager at WJAG, Norfolk, Neb. He was formerly publicity director for the Omaha Chamber of Commerce and vice-president of the community advertising section of the Associated Advertising Clubs of the World.

CHARLES WILSON, vice-president of the General Electric Co., Bridgeport, Conn., is a new director of the Radio Manufacturers Association. He fills a vacancy created by the retirement of Roger J. Emmert, of the General Motors Radio Corp., Dayton, O.

JOHN S. MARTIN, formerly production manager of National Radio Advertisers, Inc., has been appointed director of WINS, New York, recently purchased by Hearst and formerly known as WGBS. Clark Kinnaird, who has been supervising the station, will concentrate on activities of the Hearst Radio Service, handling all Hearst radio interests, of which he is eastern director.

WARREN B. WILSON, with the Henry P. Rines hotel interests in New England for the last 10 years, has been named supervisor of the commercial departments of its several radio stations. Linwood T. Pittman is commercial manager of WCSH, Portland, and Conrad Kenniston is director of WRDO, Augusta. The manager of WFEA, Manchester, N. H., the new Rines station soon to be opened, remains to be named.

GERARD CHATFIELD has been appointed to the NBC executive staff in New York with the title of technical art director. Chatfield was formerly assigned similar duties as a member of the program department.

NED SMEATON has resigned as executive director of the Manhattan Broadcasting System, New York, effective Feb. 15, B. B. Elkoff, announces. Resignation was effective Feb. 15 and Mr. Smeaton's future plans are indefinite.

A. W. LIGON, formerly commercial manager of KFBL, Everett, Wash., on Feb. 1 took over the commercial managership of KBTM, Paragould, Ark., and started his work by signing up 16 contracts during the month.

CHARLES MEYER, manager of KOIN, Portland, Ore., has returned after a trip to Los Angeles on business.

JOSEPH A. McDONALD, attorney, has been engaged by the NBC and assigned to the network's legal department at New York.

WILLIAM HARD, NBC's "speaking reporter" at the Geneva disarmament conference, went on a tour of Europe during the first two weeks in March, interviewing various notables before the microphone. He was to return to Geneva March 15.

GENE MULHOLLAND, of the New York NBC press relations staff, was in Texas this month on doctor's orders.

JAMES O'DONNELL MORAN, formerly attorney for the Radio Protective Association and the Independent Broadcasters Association, has been made a member of the law firm of Darr and Darr, Woodward Building, Washington, specializing in radio litigation.

B. H. DARROW, director of the Ohio School of the Air over WLW, Cincinnati, has been writing a volume on education by radio scheduled for publication early in April.

FRANK MASON, public relations vice-president of NBC, left for an unnamed destination in the South early this month to recuperate from an illness.

EARL MAY, owner of KMA, Shenandoah, Ia., and head of the May Seed & Nursery Company there, has opened two stores in Omaha for the sale of nursery products and general merchandise.

D. W. THORNBURGH, district advertising manager of CBS, addressed the Peoria Advertising and Selling Club at a luncheon on Feb. 22.

JUDGE IRA E. ROBINSON, who resigned two months ago as Federal Radio Commissioner, has just returned to Washington from a short visit to West Virginia, his home state. He has not yet announced his definite connection, but he intends to resume practice of law, specializing in radio.

BEHIND THE MICROPHONE

WALTON BUTTERFIELD has joined the continuity staff of the CBS. Butterfield did some directing for Paramount on the West Coast and in the Long Island, New York, studios. He once directed for the Theatre Guild in New York.

JERRY WALD, New York radio columnist, is doing a series of Radio Newsreel shorts for Warner Brothers. Outstanding radio artists will be interviewed.

LYN MURRAY, radio entertainer, has joined WCAU, Philadelphia, as staff accompanist and part-time announcer.

BILL GOODWIN, onetime with KFBK, Sacramento, and a season with the Henry Duffy Players in Portland, Ore., has become an announcer at KFRC, San Francisco.

JUNE PURSELL has signed a long-term broadcasting contract with NBC.

MILDRED WAIL, formerly of the CBS dramatic staff, has a part in the play, "The Blessed Event," recently opened on Broadway. She is the wife of Frank Knight, CBS announcer.

M. J. WHITMAR,, winner of the 1930 "Colliers Unfinished Story Contest," has been added to the continuity staff of WLW, Cincinnati. His first radio drama, "Medium Done," was presented by the Crosley Theater Players during the week of Feb. 28.

BING CROSBY began a new series of sustaining programs over the CBS on March 1 and now may be heard each Tuesday, Thursday and Saturday from 6:30 to 6:45 p.m., EST.

JOHN S. DAGGETT, manager of KHJ in its earlier years and news announcer for the last two years, has gone to KGFJ, Los Angeles, as program manager and announcer. He will continue a half hour sponsored program over KHJ for Peter Pan Fabrics Co. until the completion of a 13-week contract.

WILLIAM FORD MANLEY, author of "Wild Waves," the radio satire now featured on Broadway, is well known as a continuity writer. Manley wrote some of the NBC "Biblical Dramas" as well as numerous scripts for the CBS "American School of the Air."

HAROLD ISBELL and Cliff Arquette have moved from KGFJ, Los Angeles, to KNX, Hollywood. Arquette was "Aunt Emmy," while Isbell was the station's chief announcer and also "Bert." They took with them their "Aunt Emmy and Bert" skit, and it will be on KNX at 10 o'clock nightly.

FRED LONG, supervisor of WEAN, Providence, and his technical staff are handling performances of the 80-piece Providence Symphony Orchestra, which made its air debut over the Yankee Network March 13. The concerts will be carried as an exclusive feature over WNAC, Boston, and affiliated Yankee Network stations.

DELOS OWEN, production man with WGN, Chicago, for the last five years, has been named musical director of the station and will direct the WGN symphony orchestra.

ART GILLHAM, Columbia recording artist formerly with CBS, has joined WFIW, Hopkinsville, Ky., as musical director and artist, it is announced by D. E. (Plug) Kendrick, manager of the station. Mr. Gillham is nationally known and more than 11,000,000 of his records have been sold. He also is a songwriter of prominence, having written "Hesitation Blues" 20 years ago. "To Whom It May Concern" is one of his recent successes.

FINIS KING FARR, who resigned from the NBC continuity staff about a year ago, has returned to the network in a similar capacity.

XUM

JUNE PARKER, on the vocal staff of KHJ, Los Angeles, until a serious auto accident more than a year ago, has come back to the air through the medium of KFWB, Hollywood, where she is a staff artist.

NORMAN BROKENSHIRE, former CBS announcer, has returned to that network as the featured artist of the new weekly series sponsored by Alfred Decker & Co., Chicago, (Society Brand Clothes). He is billed as "Society's Playboy" on the program, which went on the air March 8 at 10:15 p.m., EST, over a 24-station hookup. The account was placed by Henri, Hurst & McDonald, Chicago.

TED DAHL, orchestra director at KMTR, Hollywood, has just written "I've Found the Girl," in collaboration with Jack Watson.

FORD RUSH, "Old Man Sunshine" at WLW, Cincinnati, for the past six months, has just signed a year's contract with the station. The contract is said to involve about $40,000.

BEN BERNIE and his orchestra leave Chicago in April to go on an RKO vaudeville tour. They will be replaced on WBBM, Chicago, by Coon-Sanders' orchestra, but will continue their CBS Blue Ribbon Malt programs each Tuesday, 8-8:30 p.m., CST, from whatever city they are playing.

HERBERT GLOVER, director of remote controls for CBS, recently addressed the Rotary Club of Bay Shore, Long Island, on the CBS American School of the Air. Following his talk, the club unanimously passed a resolution urging the local school board to meet with CBS officials to work out a plan for receiving these programs in the schools.

BOB HALL, former chief announcer of KOIL, Council Bluffs, Ia., has joined the staff of WOR, Newark, as an announcer, while James Crider, of Swarthmore College, has been added to the publicity staff.

DEAN YOCUM, popular basso of the middle west and south, has joined the staff of WLW, Cincinnati, following a successful theatrical tour.

GARNETT MARKS is substituting this month for France Laux, sports announcer at KMOX, St. Louis, on the nightly feature, "Sport Squibs." Laux is on vacation in preparation for the spring baseball season.

IN THE CONTROL ROOM

EDWIN L. POWELL, formerly with Charles R. Speaker Co., equipment makers of Washington, D. C., has joined the DeForest Radio Co., Passaic, N. J., as Washington representative, maintaining his headquarters at 6425 Connecticut Ave., N.W., Washington, D. C.

WILLIAM MASON BAILEY, formerly with Wireless Specialty Apparatus Co., Boston, has been named chief engineer of Dubilier Condenser Corp., New York City.

O. H. CALDWELL, former Federal Radio Commissioner and now editor of RADIO RETAILING and ELECTRONICS, is giving a series of talks on technical radio advice to radio set owners over the NBC-WJZ and NBC-WEAF networks during March.

COMDR. E. D. ALMY, formerly assistant director of the Naval Research Laboratories, Bellevue, D. C., has relieved Capt. E. G. Oberlin, director, who continues his duties as technical aid to the Secretary of the Navy. No changes in the radio laboratory have been made, Dr. A. Hoyt Taylor continuing as superintendent.

A. B. CHAMBERLAIN, chief engineer of CBS, and G. Stanley McAllister, head of the construction engineering department, spent a week at Charlotte, N. C. in February, making arrangements for the construction of the new 25 kw. transmitter for WBT.

ARTHUR B. LEAVITT, formerly assistant chief engineer of WCSH, Portland, Me., has been appointed chief engineer of WFEA, Manchester, N. H., new 1 kw. station operating on 1430 kc.

A NUMBER of new assignments in the various engineering sections of the CBS have been announced. Frank M. Evans was transferred from field engineering to the master control department. Dunham Gilbert was shifted from construction engineering to studio engineering; J. F. Sponseller from master control to field engineering; A. W. Hingle from the staff of short wave station W2XE to field engineering; and L. A. Dunlop from WABC transmitter duty to the television station in the CBS headquarters in New York.

CLARENCE WESTOVER, CBS studio engineer, has been assigned to the personal appearance tour of Morton Downey, Tony Wons and Jacques Renard's orchestra on the "Camel Quarter Hour."

HERMAN BRUCK and Leo Shepherd, studio and transmitter technicians, respectively, at KNX, Los Angeles, have added miniature loud speakers to their families with the names of Carl and Harold.

GARO RAY, chief engineer, and Neil Spencer, transmitter engineer, of WICC, Bridgeport-New Haven, are now on the air with amateur radiophone sets, the former with the call W1ANN and the latter W1DIO. Bob Mahoney, also of WICC, has applied for an amateur station.

DR. J. O. PERRINE, associate editor of the BELL SYSTEM, lectured on "Television, its Fundamental and Psychological Principles," before the Cosmos Club, Washington, D. C., March 2.

PAUL Q. ROSEKRANS, chief engineer of WBT, Charlotte, N. C., on Feb. 29 married Miss Bertha Rowe, of Marion, N. C.

FRANK WEIDENBACH, formerly associated with KGDA, Mitchell, S. D., has been made chief engineer of WJAG, Norfolk, Neb.

DR. IRVING LANGMUIR, General Electric scientist of high vacuum tube fame, was awarded POPULAR SCIENCE MONTHLY'S $10,000 award and gold medal "for notable scientific achievement" at a luncheon at the Engineers Club, New York, Feb. 29.

GREENLEAF W. PICKARD, formerly consulting engineer of Wireless Specialty Apparatus Co., later with its successor the RCA Victor Co. of Massachusetts, has begun a consulting engineer practice in Newton Center, Mass.

JULIUS WEINBERGER, formerly engineer in charge of research for RCA Photophone, has been transferred to the research division of RCA Victor at Camden, N. J.

E. R. PFAFF, formerly with the International Broadcasting Equipment Co., is now chief engineer of E. H. Scott Laboratory, Chicago.

Cold Affects Monitor

SUB-ZERO weather has caused considerable damage to the Grand Island, Nebr., monitoring station of the Radio Division, Department of Commerce, and necessitated the installation of an electric heater to make possible continued operation of the power motors, according to S. W. Edwards, radio supervisor in charge. One of the big motors was damaged because of stoppage of oil flow and part of the antenna system was seriously damaged.

New I. R. E. Appeal

A SECOND appeal for funds in behalf of members of the Institute of Radio Engineers who either are jobless or have suffered severe salary cuts is being made by R. H. Marriott, chairman of the emergency employment committee. The first appeal, he said, brought $1,800.

Visual Call Letters

CALL LETTERS of W8XF, Pontiac, Mich., and W8XAL, Cuyahoga Heights Village, O., were issued March 9 by the radio division of the Department of Commerce to WJR, Detroit, and WGAR, Cleveland, respectively. These bring the total television stations to 27.

Chicago Radio Stations Invade Baseball Camps

SPORT SUMMARIES direct from the training camps of the Chicago Cubs at Catalina Island and of the Chicago White Sox at Mineral Wells, Tex., are being broadcast by WMAQ, Chicago, at 6:30 p.m. each Saturday under sponsorship of the Premier Malt Sales Co., Chicago, makers of Blue Ribbon Malt. Hal Totten, station sports announcer, and John Keyes, of the Chicago Daily News, are at the camps doing the descriptive announcing.

These broadcasts are preliminary to the daily baseball summaries which the makers of Blue Ribbon Malt sponsor over WMAQ when the season gets under way. Totten will switch from the Cubs to the White Sox later in the season, and James Crusinberry, dean of Chicago Daily News sports writers, will cover the Cubs.

Two other Chicago stations, WBBM and WGN, are also invading the training camps with sports announcers. Pat Flanagan is doing the work for WBBM, while Bob Elson represents WGN. The dailies and stations share expenses.

"Wobblers" Decline

BROADCAST reception is showing definite improvement as a result of the cooperative work of stations with the Commerce Department's Radio Division in checking frequency deviations, according to W. D. Terrell, director. Through its monitoring stations in the nine radio districts, the division made 35,489 measurements of broadcasting stations in the last half of 1931 and found a total of 401 deviations beyond the 500-cycle limit. In the same period of 1930, a total of 30,052 measurements were made with 922 deviations.

"We are extremely pleased with this report," Mr. Terrell said, "as it indicates to us that the cooperative work we are doing is finding a ready response on the part of broadcasters to take advantage of our findings and correct whatever may be responsible for deviations from assigned channels. The decrease in the number of deviations found indicated quite clearly that throughout the country radio listeners are enjoying programs more because of the measurements taken by workers of the division."

R.M.A. Show in May

"BUSINESS without ballyhoo" is again to be the slogan of the annual trade show for radio manufacturers, jobbers and dealers to be held in the Hotels Stevens and Blackstone, Chicago, May 23 to 26. The annual industry gathering has been cut to four days and is staged earlier in order to precede the radio sales stimulation of the Republican and Democratic national conventions in Chicago which follow shortly after the trade show.

A CIGAR manufacturer has signed a stipulation with the Federal Trade Commission to cease using the words "anti-nicotine" independently or otherwise in advertising his product. He has also agreed to drop other claims regarding his cigar which have been disproved.

KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D"

MIDLAND BROADCASTING CO.
KANSAS CITY, MO

WLW

"the Nation's Station"

Think

what 50,000 Watts can do for you in the Mid-West!

With such tremendous power WLW thoroughly and completely covers the rich Mid-West section of the country. In conjunction with its power, consider its strategic location—"Near the Center of Population." WLW knows no physical or geographical boundaries.

This set-up—POWER and LOCATION—enables WLW to place your advertising message before an unusually large and appreciative radio audience. For details, send for our free, 48-page brochure.

Near the Center of the Dial

Near the Center of Population

More than 20,000 letters were received at WLW in one day on a single children's broadcast. This is proof of the popularity and effectiveness of WLW.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KWK, St. Louis, is now handling the following national accounts, according to Clarence G. Cosby: Affiliated Products Co., Andrew Jergens Co., Armour, Barbasol, Berry Bros. Paint Co., Best Foods, Brazilian American Coffee Co., Bristol Meyers, Brown Shoe Co., Bayuk Cigar, Campana Italian Balm Co., Canadian Dry Ginger Ale, Carnation Milk, Chappel Bros., Chesebrough Mfg. Co., Thos. Cook & Son, Cream of Wheat, Crowell Publishing Co., Clark Bros. Chewing Gum, Dorsay Perfume, Dunn & McCarthy, R. B. Davis Co., Enna Jettick Shoe Co., Fitzgerald Co., Floral Telegraph Delivery Service, Foodtown Kitchens, Inc., Frigidaire, George Washington Coffee, A. & P., Health Products Corp., Household Finance Co., S. C. Johnson & Son, Kellog Co., Kelvinator, Lambert Pharmacal Co., La Monte Corliss Co., Larus Brothers, Los Angeles Soap Co., Lowe Brothers, Mentholatum, C. F. Mueller Co., Maryland Pharmaceutical Co., Maxwell House Coffee, Maytag, Montgomery Ward, Neet Co., Northwestern Yeast, New York Life Insurance, Palmolive Peet Co., Pacific Coast Borax Co., Pebeco, Pepsodent, Pontiac Auto Co., Proctor & Gamble, Quaker Oats, Richardson Robbins, Robert Shaw Thermostatic Co., Rumford Chemical Co., Scientific Laboratories, Shaeffer Co., Simoniz Co., Swift & Co., Sweetheart Soap, Standard Brands, Tastveast Jesters, Town Crier Food Products, U. S. Rubber Co., Wander Co., Willys-Overland, Yardley & Co.

PROCTOR & GAMBLE Co., Cincinnati, (American Family soap), began a new three-a-week dramatic show, "J. B. & Mae," over WBBM, Chicago, Feb. 29, 8:45 to 9:00 p.m., CST. This serial story of the adventures of a small town family is heard Monday, Wednesday and Friday. The husband and wife characters are the same type as those portrayed stage and screen by Mr. and Mrs. Sydney Drew.

TRANSCRIPTION accounts being featured on KYW, Chicago, include Foodtown Kitchens, Inc., Chicago (Foodtown Pops) featuring Leopold Spitalny and orchestra and soloists, Monday at 7 p.m.; Norwich Products Co., Norwich, N. Y. (Unguentine) with dance music, Monday, 8:30 to 9 p.m.; Charles E. Hires Co., Philadelphia (extracts) with rural sketch, Monday and Thursday, 7:30 p.m.

THE CALSODENT Co., New York, (Dentifrice) on March 15 opens program, talks by Marley Sherris, on WEAF, New York, Friday, 5 to 5:15 p.m., and WJZ, New York, Tuesday, 5:15 to 5:30 p.m. J. Walter Thompson Co., New York, handles the account.

THE PIGGLY WIGGLY Grocery Co. branch of Jonesboro, Ark., is sponsoring a "Help Yo'Self Program" over KBTM, Paragould, Ark.

ALABAMA - GEORGIA Syrup Co., Montgomery, Ala., is sponsoring "Jim and Walt," harmony team, in "Alaga Melodies" over WLW, Cincinnati.

THREE new accounts on WGN, Chicago, that began this month are: Reid-Murdock & Co., Chicago (Monarch Foods) featuring Fred L. Jeske, the "Monarch Melody Man," Monday, Wednesday and Friday from 9 to 9:15 p.m., for 26 weeks; Eveready Dog Biscuits, featuring the "Eveready Animal Circus" with Tom Corwin, animal imitator, Saturday at 6 p.m, and Hills Brothers Co., Chicago (Dromedary dates) with Uncle Remus stories told by Fred Jeske every weekday at 5:30 p.m.

ZENITH RADIO Corp., Chicago, on March 1 started a 13-weeks program on WABC, New York, presenting Irving Kaufman in minstrel on Tuesday and Thursday, 10:45 to 11 p.m., EST. Peck Advertising Agency, Inc., New York, handles the account.

CANDIDATES for the governorship of Illinois are buying time schedules this month from WBBM, Chicago. The station on March 1 placed the new account of the C. & E. I. Railway, said to be the first railroad to go on the air, having started broadcasting in 1926. J. L. Marks & Co., Chicago investment house, is using WBBM six nights a week, featuring Friendly Phil and music.

JO-CUR, Inc., division of Allied Products Co., Indianapolis, is presenting "Bill the Barber," small town skit, over WMAQ, Chicago, six days a week at 8:30 p.m. Present contract expires April 29. A sample offering drew 10,000 letters the first two days. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

SILVER LAKE HATCHERY, Silver Lake, Ind., is presenting the "Chick Parade," featuring famous marches, over WLS, Chicago, Monday, at 1:15 p.m., and Friday at 1:45 p.m.

WISCONSIN division of the National Tea Co. on March 14 began a six-day-a-week feature over WTMJ, Milwaukee, from 9 to 9:15 a.m. to continue until March 13, 1933. The program, which has been presented as a sustaining feature for several months, is called the "Three Crumbs," a musical comedy feature with Merl Blackburn, who is also writer and producer, Maurice Kippen, William Perrin and Elwyn Owen. A novel merchandising plan is centered around jokes and puns submitted by listeners in a contest. WTMJ secured the account direct.

"SAYFWAX," a polish from the laboratories of the United Service Chemical Corp., San Francisco, will use NBC stations KPO, San Francisco; KECA, Los Angeles, and KFSD, San Diego, for a series of daily announcements.

PETER PAN Fabrics Co., New York, through the New York office of the Biow Company, agency, will use KHJ, Los Angeles, Saturday mornings for a children's program with John Daggett at the microphone. It will continue through April with child talent recruited from Los Angeles.

LEIGHTON'S CAFETERIA, Los Angeles, has signed with KNX, Hollywood, for week-day skits by Zasu Pitts and Thelma Todd. The act will be done in a glass cage in sight of the patrons and the locale of the various episodes will be a Hollywood boarding house with Miss Pitts as the maid and Miss Todd as a young lady about to storm Hollywood with her picture ambitions. Richard Weil will prepare the script. Lee Luscher, Los Angeles, is the agency handling the account.

HINCKLEY & SCHMITT, Inc., Chicago, (Corinnis Waukesha Water), has supplemented its regular evening programs over WMAQ, Chicago, with a presentation of the "Corinnis Water Boys" Monday, Wednesday and Friday at 2 p.m. over the same station. They offer popular dance music by an interesting instrumental combination. The Roche Advertising Company, Chicago, handles the account. The present contract expires May 20, 1932.

THE PILLSBURY-Astoria Flour Mills Co., Minneapolis, has launched a program over KNX, Hollywood, as part of an intensive advertising campaign. The program, which is handled by the Dollenmayer Advertising Agency, Minneapolis, started Feb. 6, and will continue Saturdays from 9 to 9:30 a.m. The John P. Mills organization, handling a tract of avocado groves at Encinitas, Cal., has also launched a radio advertising campaign over KNX.

THE P. BEIERSDORF Co., New York, (Nivea Cream), is presenting "Dan & Sylvia," a favorite of WMAQ, Chicago, listeners for nearly three years, daily except Saturday and Sunday at 10:15 to 10:30 p.m. The present contract will run until May 6, 1932. The Federal Advertising Agency, New York, handles the account.

RADIO GUIDE, a Chicago fan weekly, has contracted for a series of weekly programs over WGN, of the same city. At 6:30 to 6:45 each Wednesday evening, the periodical presents a varied musical program with Pat Barnes as master of ceremonies.

WILSHIRE OIL Co., Los Angeles, (Economy brand gasoline), is using KFWB, Hollywood, five times a week with an evening half hour continuity called "Hemlock Corners." Locale is a mythical station, KORN, in a crossroads village from which most all happenings from the ladies' aid meetings to the weekly barn dances are broadcast. The Dan B. Miner agency, Los Angeles, handles the account.

KNX, Hollywood, is sponsoring train trip to American desert on March 20. Later excursions are planned to Yellowstone Park and Boulder Dam. The station assumes the expense burden, collecting from the excursionists and deriving a profit therefrom.

THE KANSAS AUTHORS' Club is sponsoring a Saturday evening program over WIBW, Topeka.

NEW CONTRACTS at WOR, Newark: Russeks, Inc., six broadcasts from Feb. 29 to March 11; The Quaker State Oil and Refining Co., Oil City, Pa., electrical transcriptions for 13 weeks, March 28 to June 20, Monday, 7:45 to 8 p.m., EST (Scott Howe Bowen, Inc., New York); Gloray Co., Long Island City, N. Y., (nail polish), until April 6, Wednesday and Saturday (Scott Howe Bowen, Inc.)

THE MARSHALL Fuel and Iron Co., Philadelphia, has just concluded a contest over WKJC, Lancaster, Pa., to select the most popular juvenile entertainers in the county. The contest was a part of the Great Valley Song Birds program.

WRBL, Columbus, Ga., is inaugurating a Children's Hour program, under sponsorship of Foremost Dairies, Inc., Jacksonville, Fla., according to David Parmer, director. To run six days weekly, the program will be staged by local juvenile talent.

NEW ACCOUNTS on KNX, Hollywood, include spots for Continental Baking Co., New York (Batten, Barton, Durstine and Osborne agency, New York); Beckman Fur Co., Los Angeles; Kelvinator Pacific Co., Los Angeles, and Kellogg Foodtown Kitchens, Inc., Chicago (McJunkin Advertising Co., Chicago).

NETWORK ACCOUNTS

RICHMAN BROTHERS Co., Cleveland, (men's clothes on March 8 started a musical program on 22 CBS stations, Tuesday and Thursday, 7:30 to 7:45 p.m., EST. J. Walter Thompsen Co., New York, handles the account.

THE CHRYSLER Corp., Detroit, on April 3 opens a musical program on 67 CBS stations, from 8 to 8:30 p.m., EST, Sundays until April 24 and then 10:30 to 11 p.m. Advertisers, Inc., Detroit, handles the account.

STANDARD OIL Co. of New Jersey, New York, on March 9 renewed "The Esso Program" on the basic NBC-WJZ network, Wednesday and Friday, 7:15 to 7:30 p.m., EST. McCann Erickson, Inc., New York, handles the account.

CENTAUR Co., New York, (Fletcher's Castoria), on March 28 opens its "Radio Household Institute" talks, Monday, 11:15 to 11:30 a.m., EST, on 21 NBC-WEAF stations. Young and Rubicam, Inc., New York, handles the account.

MANHATTAN SOAP Co., New York, (Sweetheart Flakes), on March 2 opened its "Sweetheart Program" on the basic NBC-WJZ network to run Wednesdays, 11:45 a.m. to noon, until March 23 and on Fridays, 12 to 12:15 p.m., EST, April 1 to May 27. Peck Advertising Co., New York, handles the account.

GENERAL FOODS Corp., New York, (Maxwell House Coffee), on March 7 started a year's contract on 44 CBS stations, presenting a musical program Monday, Wednesday and Friday, 7:15 to 7:30 p.m. and 11:15 to 11:30 p.m., EST. Erwin, Wasey & Co., Inc., New York, handles the account.

SINCLAIR REFINING Co., New York, (oil and gas), on March 5 started the "Sinclair Minstrels" over three NBC stations to run on Saturday, 9 to 9:30 p.m., EST. Federal Advertising Agency, New York, handles the account.

CHAPPEL BROTHERS, Rockford, Ill., (dog food), on March 31 starts "Rin Tin Tin Thrillers" on the basic NBC-WJZ network, Thursday, 8:15 to 8:30 p.m., EST. Rogers & Smith, Chicago, handles the account.

TASTYEAST, Inc., Springfield, Mass., on Feb. 29 renewed its contract for "The Tastyeast Jesters" over basic blue NBC network, Monday and Saturday, 7:15 to 7:30 p.m., EST. Federal Advertising Co., New York, handles the account.

FOLLOWING the close of its annual winter concerts with the San Francisco and Los Angeles philharmonic symphonies, Standard Oil Co. of California on March 24 will continue on the NBC-KGO network, at 8:15 p.m., PST, Thursdays, for three months with a newly formed symphony directed by Alfred Hertz.

SOCONY VACUUM SPECIALTIES, Inc., New York, (petroleum products), on March 31 renews "Cindy and Sam" over nine NBC-WEAF stations, Tuesday and Thursday, 10:30 to 10:45 a.m., EST. Batten, Barton, Durstine & Osborne, Inc., New York, handles the account.

LARUS & BROTHERS Co., Richmond, Va., (Edgeworth tobacco), on March 31 renews the "Dixie Spiritual Singers" over 13 NBC-WJZ stations, Thursday, 8 to 8:15 p.m., EST. Batten, Barton, Durstine & Osborne, Inc., New York, handles the account.

PROCTOR AND GAMBLE, Cincinnati, (Ivory soap), on April 6 renews the B. A. Rolfe orchestra program over 13 NBC-WJZ stations, Wednesday, 10:15 to 10:30 p.m., and Saturday, 7:45 to 8 p.m., EST. The Blackman Co., New York, handles the account.

TALENT

Available for
BROADCASTING
PHONOGRAPH RECORDING
SOUND FILMS
VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT

NBC ARTISTS SERVICE

George Engles . Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD OFFERS A MORE BRILLIANT ARRAY OF STARS, NOR A BROADER SELECTION OF REPRESENTATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS

NEW YORK . 711 Fifth Avenue
CHICAGO . Merchandise Mart
SAN FRANCISCO . 111 Sutter Street
PORTLAND, Ore . Public Service Bldg.

SWIFT & CO., Chicago, (hams and bacon), on March 14 renewed "Stebbins Boys" on basic blue NBC network, daily except Saturday and Sunday, 7:30 to 7:45 p.m., EST. J. Walter Thompson, Chicago, handles the account.

R. B. DAVIS Co., Hoboken, N. J., (baking powder), on April 5 renews "Mystery Chef" on basic blue NBC network, Tuesday and Thursday, 10:45 to 11 a.m., EST. H. J. Cowan Co., New York, handles the account.

THE LANE Co., Alta Vista, Va., (cedar chests), on April 1 starts with a five-piece orchestra and Nan Dorland over CBS, Friday, 10:15 to 10:30 a.m., CST. Henri, Hurst & McDonald, Chicago, handles the account.

AMERICAN SAFETY RAZOR Corp., Brooklyn, (Ever-ready razors) on March 13 started program featuring Belle Baker and Jack Denny with his Mount Royal Orchestra over 40 CBS stations, Sunday, 9 p. m., EST. Federal Advertising Agency, Inc., New York, handles the account.

AT THE TOP OF THE DIAL
WNAX
570 KC
THE HOUSE OF GURNEY INC.
YANKTON SOUTH DAKOTA

We will be glad to supply you with a coverage map for our station.

WNAX

Select any spot in the primary coverage area; have someone tune in on 570 kilocycles and convince yourself that you can always get WNAX clear and without interference.

This is the experience of the listeners in the Middle West. Most of the farmers in this agricultural territory have their dials set on WNAX at all times.

For Direct
or Indirect Advertising

WNAX

526 M. 570 Kc.
YANKTON, SOUTH DAKOTA

AGENCIES AND REPRESENTATIVES

KLINGER & GLICKMAN, 9 East 40th St., New York, has been opened as a direct sales office, and represents WJSV, Alexandria, Va.

FRANCES HOOPER AGENCY, Chicago, which handles the Wrigley radio serial "Myrt and Marge," has secured exclusive rights from Walt Disney, creator of Mickey Mouse, for its adaptation to radio. As yet no sponsor has been signed, but Mickey Mouse made a radio debut on CBS on March 6 in the "California Melodies" program.

GOTHAM ADVERTISING Co., New York, handling National Sugar Refining Co. (Jack Frost) and various other radio accounts, on March 1 was combined with McMullen, Sterling & Chalfant, New York agency, handling Health Products Co. (Feen-a-Mint) and other accounts, under the name of the Gotham Advertising Co., with offices at 250 Park Ave. R. M. McMullen becomes chairman of the board and Walter G. Hildebrant is president.

R. H. ALBER, formerly associated with the Walter Biddick Radio Advertising Co., Los Angeles, has started his own agency in the Chamber of Commerce Bldg., Room 487.

MITCHELMORE Advertising Agency, Los Angeles, has developed a radio department.

MISS VELMA MICHENER, for the last three years continuity writer and producer for KLZ, Denver, has been placed in charge of the newly created radio department of the Byrum-Shaw Advertising Agency, Inc., Denver.

PAUL DUMONT, former NBC announcer, has joined Erwin, Wasey & Co., New York, in charge of radio production. Head of the agency's radio department is Charles Gannon, also a former announcer and commercial man on WOR, Newark, and WRC, Washington.

WILLIAM J. BAILEY, formerly with WPEN, Philadelphia, has joined with William J. Conway, booking agency, to organize a new radio advertising service with offices in the Lewis Tower Bldg., Philadelphia.

HOMER O. GRIFFIN, who formerly operated a radio advertising agency in Los Angeles, has opened a similar office in Chicago and also appears on WBBM week days with a brief program. At one time he conducted a poem program over KHJ, Los Angeles.

LONG ADVERTISING Service, handling various radio accounts, is located in the Realty Building, San Jose, Cal., and not in Los Angeles, as previously reported in BROADCASTING.

TRANSCRIPTIONS

SCOTT HOWE BOWEN, Inc., New York, is placing "Chandu, the Magician," a transcription series, for the Beech Nut Packing Co., Canajoharie, N. Y. The programs are 15 minutes in length and were launched March 7 on WOR, Newark, on a 5-dav-a-week year's contract. The Los Angeles Soap Co. sponsors the programs on the CBS-Don Lee network.

FOLLOWING a six month.' test, the United States Advertising Corp., New York, has placed through Scott Howe Bowen, Inc., New York, what is claimed by the latter to be the largest single order for "spot" broadcasting in radio history. The order was placed for Lehn & Fink Products Co., makers of Pebeco toothpaste. Nineteen stations have been engaged for individual daily "flesh" programs. Each station will supply its own talent for the broadcast. Tests were conducted over KMBC, Kansas, City, and good results led to the present arrangement.

SCOTT HOWE BOWEN, Inc., New York radio station agency, reports a considerable increase in business during last February as against the same period of last vear. The firm placed a total of 15,207 individual 15-minute recorded programs. The three major accounts handled were the Los Angeles Soap Company, the Beech-Nut Packing Company and the General Mills.

EQUIPMENT

RADIO RESEARCH Co., Washington, has installed a new air-conditioned booth for testing frequency control equipment and to facilitate research for investigations of temperature, humidity and pressure characteristics of quartz crystals. This is one of the new booths of this kind in existence in this country.

A NEW studio installation is being completed at WICC, Bridgeport-New Haven, by Garo Ray, chief engineer. WNBH, New Bedford, Mass., has installed a new General Radio frequency checker.

A FREQUENCY constancy of within two cycles of assignment was maintained by WJSV, Alexandria, Va., during all but one hot summer day of the last 10 months during which its new control apparatus, designed by Radio Research Co., was installed.

NEW STUDIOS in the Hotel Stratfield, Bridgeport, Conn., erected as prescribed by acoustic experts of Electric Research Products, Inc., were dedicated for WICC, Bridgeport-New Haven, March 13, with a special program carried over the Yankee Network. Joseph Lopez, formerly Yankee Network announcer in Boston, is supervisor of the station, whose studios are considered the last word in modernity.

JENKINS Television Corp. is withdrawing its experimental television adjunct from WMAL, Washington, by a mutual arrangement which leaves the station free to include additional network and transcription features. Arrangements are being made to continue the station, W2XAP, in conjunction with WJSV, Alexandria, Va.

PROSPECTS

RADIO will be used along with other media by the following concerns, which have just appointed new agencies: Chase Candy Co., St. Joseph, Mo., through Russell C. Comer Advertising Co., Kansas City; Deham Nurseries, Deham, Mass., through the Mitchell Co., Boston, and Broughton Institute of Ortho-Dietetics, New York, through Cutajar & Provost, Inc., New York.

NEHI, Inc., Columbus, Ga. (soft drinks) is making a series of 26 electrical transcriptions, to be placed nationally. The series is scheduled to start April 1. Heretofore the corporation's accounts have been placed direct.

PROGRAM NOTES

PERRY CHARLES, director of WHN and WPAP, New York, arranged a lengthy program for the inmates of Sing Sing Prison at Ossining, N. Y., Feb. 21, recruiting the services of numerous radio entertainers of the metropolitan area. The entertainment was presented in the prison recreation hall. NBC, CBS, WOR, WMCA, WPAP, WPCH, WHN and WINS were represented on the bill. Norman Brokenshire, former CBS announcer, and Nick Kenny, radio editor of the NEW YORK DAILY MIRROR, assisted Mr. Charles in his role of master of ceremonies. Microphones on the stage of the recreation hall conveyed the program to cells of prisoners unable to attend as well as to patients of the prison hospital.

THE RADIO ROSTRUM of the Dixie Network of CBS was reopened March 1 with an address bv Rep. Charles R. Crisp, Democrat, of Georgia, acting chairman of the House Ways and Means Committee.

MRS. GRACE TIBBETT, former wife of the opera baritone, is doing a series of weekly broadcasts from KFI, Los Angeles, in the form of character studies of famous people. Jack Dempsey, Ramon Navarro and Roscoe Turner were the first three to be discussed.

SIR WALTER SCOTT'S novel, "Ivanhoe," will be told in a series of radio dramas over the NBC-KPO network on a sustaining basis. Baldwin McGaw will direct.

THOUSANDS of school children throughout the country will participate in a music discrimination test with the cooperation of NBC April 6. The contest will be a feature of the 25th anniversary meeting of the Music Supervisors National Conference in Cleveland.

A HALFWAY point between "old-fashioned melodies" and "late hits from Broadway" has been struck by KFRC, San Francisco, in its "Just Around the Corner." It is designed as a song and instrumental program weekly with music that is "just old enough to revive pleasant memories in the present generation."

THE COTTON BLOSSOM Singers, from the Piney Woods School, Mississippi, have been making their annual trek to southern California with several guest artist programs at various stations. Over KGER, Long Beach, Allen's Auto Finance has given its sponsorship to the colored entertainers three afternoons a week.

KFRC, San Francisco, has inaugurated a weekly preview program. Given late in each week over the station, it gives samples of what is scheduled the following week.

KAY VAN RIPER, continuity scribe at KFWB, Hollywood, after completing her series of "French Miniatures," and "Italian Idylls" this month, is scheduled to start a Sunday night series of continuities on Henry VIII and his wives.

THE CENTRAL Broadcasting Co. has inaugurated a daily dramatic feature under the title of "Do You Know Its True?" over WHO-WOC, Des Moines-Davenport, Ia., in an effort to combat false rumors an uneasiness over business throughout the state. The idea was originated by Dr. B. J. Palmer, head of the Palmer School of Chiropractic and chairman of the radio company .

The Radio Gateway to Central and Eastern Carolina . .

Radio Station WPTF, Raleigh, N. C., blankets the rich Piedmont Section of Central Carolina and the great agricultural section of Eastern North Carolina—two markets of proved responsiveness to radio broadcasting. You can cultivate these markets during 1932 with promise of profits.

Power 1,000 Watts
Frequency 680 Kc.

Western Electric Equipment

Double Western Electric 78's and 33 1/3's

WPTF—RALEIGH, N. C.

H. K. CARPENTER, *Manager* R. L. BRIDGER, *Commercial Manager*
New York Office: Lincoln Bldg., 60 E. 42nd Street

THE MARKET
THE FEATURES
THE AUDIENCE
THE RESULTS

Essentials to Successful Broadcast Advertising

- WMAQ serves America's great central market, which the U. S. Census reports show to be constituted as follows: METROPOLITAN MARKET—5,000,000 population within a 50-mile radius of WMAQ and 3,200,000 listeners. PRIMARY MARKET—10,800,000 population in WMAQ's primary sales area, with 6,300,000 listeners. MAJOR MARKET—23,300,000 population in WMAQ's zone of major influence, with 12,200,000 listeners. That's the market!

- WMAQ offers a 19-hour daily broadcast service, with local and chain programs carefully selected to provide entertainment, instruction and inspiration for all classes of homes in its market. Commercial programs are "built" to present the product or service with utmost effectiveness, and to meet always the standards of excellence and interest that listeners have come to expect from WMAQ—the standards that have produced the many nationally known features with which WMAQ is identified.

- WMAQ consistently attracts and holds a large and responsive audience reflected in the fact that one single program brought unsolicited mail from 344 cities in 41 states and from 5 cities in 4 provinces of Canada. The variety and steadfast quality of WMAQ's broadcast service are assurance to advertisers of a large immediate audience which turns to this station day in and day out for radio entertainment and education.

- WMAQ enjoys invaluable good will with listeners throughout its market, and elsewhere, which assures attention to the messages of sponsors and receptive confidence in the products and services advertised over this station. Ask us for suggestions regarding the type of program that will present your sales story most effectively and bring you the consistent results that other advertisers are securing in this market over WMAQ.

670 KILOCYCLES
CLEARED CHANNEL
100% MODULATION

WMAQ

DAILY NEWS PLAZA
400 W. MADISON STREET
CHICAGO, ILLINOIS
PHONE: ANDOVER 3322

STATION NOTES

WHOM, Jersey City, now is operating one-half time on 1450 kc. with 250 watts, by virtue of its recent purchase of WKBO, of that city, which was assigned to the same frequency on a four-way sharing basis, according to Harry F. O'Mealia, president of the New Jersey Broadcasting Corporation. With its increased time WHOM is operating daily with a morning, afternoon and evening schedule.

KVOA, Tucson, has contracted for the CONSOLIDATED PRESS ASSOCIATION special news service, which it is receiving at the mail, rather than leased wire rate. The CPA service, pioneer in the radio field, is available for local sponsorship.

WLW, Cincinnati, received a total of 254,595 letters during the first 57 days of this year, according to John L. Clark, general manager. This was a 17 per cent increase over the same period last year.

THROUGH a stock deal, KMTR, Hollywood, has announced a change in executive lineup. Reed Collister becomes vice-president and A. J. Burby, secretary. Frank P. Daugherty, attorney, retains the title of president.

KFWB, Hollywood, observed its birthday March 4 while KFOX, Long Beach, did likewise March 5. The Hollywood station first came on the air in 1925, and KFOX began to broadcast March 4, 1924. Because of program commitments KFOX observed its birthday a day late this year.

Covering Lindbergh Story By Radio

(Continued from page 6)

broadcasting. All are former newspaper men.

Air Cleared for Story

THE JOB of getting the news flashes on the air, a difficult one because of the ramifications of the 91-station network and interference with sponsored programs, was turned over to the news department with Paul White, news editor, in complete charge. On his staff on the story in New York were Frederic William Wile, Jr., Gilbert B. Cant, Arthur H. Wakelee, William H. Fineshriber, Willard J. Heggen, Douglas D. Connah, Robert Taplinger, Charles Frederick Stevens and others. J. G. Gude took charge of the news broadcasting department in Glover's absence.

At NBC the entire organization, news and program, was thrown into action on the story immediately after the first flash, carried shortly after midnight. An engineering staff was soon on its way to Princeton and Hopewell to lay wires and set up equipment. From the morning of March until 2 a. m., March 8, a constant vigil was kept, a period of 148 hours, after which normal operating schedules were resumed. Even then the engineering crews were kept on duty, ready to put dispatches on the air at a moment's notice.

John W. Elwood, operations vice-president of NBC, took charge, He immediately sent William Burke ("Skeets") Miller, director of special broadcast events and a Pulitzer prize winner for his work on the Floyd Collins Kentucky cave case while on the staff of the LOUISVILLE COURIER JOURNAL, with an emergency field staff to New Jersey.

Miller's staff comprised M. Jacobson, S. L. Peck, C. J. Atwater and C. E. Bennis, who were stationed with him at state police headquarters in Trenton; W. R. Brown, E. C. Wilbur and T. Buzalski, on duty with a short wave transmitter at Hopewell; W. C. Resides, C. M. Hutson and F. V. Becker, stationed at the short wave pickup in Princeton, and C. J. Russhon, truck attendant.

Announcers Relay

FOUR announcers also worked under Miller's supervision at Trenton and Hopewell: George Hicks at Trenton aided by Charles O'Connor, Edward Thorgerson and Ezra McIntosh. They set up headquarters in a Hopewell restaurant, where from an improvised studio they flashed whatever news emanated from the Lindbergh estate. A press department staff was mustered under the direction of G. W. Johnstone.

Both NBC and CBS used mobile transmitting stations mounted on trucks to relay the news by short waves from various vantage points. At Hopewell NBC's short wave truck, with a 50-watt transmitter and using the call letters W10XAL, moved from place to place. Its broadcasts were picked up by a temporary receiving station at Princeton and relayed to New York for rebroadcasting over the network and over more powerful short wave stations to the whole anxious world.

CBS used the sound truck of WCAU, its Philadelphia outlet, but its "main studio" was in a tiny vacant room over a store in Hopewell. Its other mikes were at Trenton and Princeton. At one juncture in the proceedings it carried a four-point broadcast, one from the sound truck and one from each of the remote control points.

CBS followed the interesting policy throughout of referring listeners to their newspapers with this announcement: "For further and complete details we refer you to your favorite morning and evening newspapers." Its first broadcasts from Hopewell were by Don Higgins and Herb Glover, who introduced Forrest Davis, star reporter of the NEW YORK WORLD-TELEGRAM, and Mack Parker, of the PHILADELPHIA RECORD. Later it added special "radio reporters" in the persons of Douglas Gilbert, WORLD-TELEGRAM reporter who obtained a leave of absence for the radio assignment, and Roake Carter, of the PHILADELPHIA DAILY NEWS.

Incidents that occurred in the network arrangements could be narrated to occupy many columns. Suffice it here to say that the job they did earned the gratitude of the Lindberghs and officials and the public. Except for one "false alarm" emanating from a single small station, the news was handled with fine restraint and careful consideration of the facts.

Engineers Busy

NBC THREW most of its engineers and operators into the breach and they maintained a constant vigil. In New York the staff was headed by G. O. Milne, division engineer, and included P. J. Gallant, chief supervisor; P. D. Harrold, T. G. Hahn, J. R. O'Kelly and G. M. Sellars as supervisors, and G. T. Mayer, A. J. Perry, J. S. Latouche, C. P. Dickson, W. D. McQueen, C. H. Lorenz, F. H. Williams, C. L. Clayton, I. D. Taber, H. F. Ballendonk, E. P. Kampf, J. F. Rodenbach, E. C. Miller, A. Horwath, W. E. Stallworth, L. Sigety, W. J. Kelly, H. J. Bresson, R. M. Wood, B. Fredendall, H. Luedke, A. J. Chisalbert, N. Johnson, F. W. Kenworth, W. Baston, F. A. Wankel and A. M. Mitchell, engineers.

For CBS the engineering corps was headed by E. K. Cohan, technical director, whose men at the remote control points were A. B. Chamberlain, CBS chief engineer; Lester Bowman, assistant division engineer of WABC; R. Thompson, assistant superintendent of field engineering; D. Gilbert, J. Sponseller, A. Hingle, J. McCafferty, R. Tingo and F. Dean, members of the various engineering departments.

Sponsors Politics

A NEW DEPARTURE in political broadcasting was offered on NBC this month when Senator Simeon Fess, chairman of the Republican National Committee (the same who introduced the educators' "15 per cent" bill), and Jouett Shouse, of the Democratic National Committee, made political talks during the Lucky Strike hour, featuring Walter Winchell and various orchestras. The sponsor paid for the time, indicating that the political parties this year, with depleted war chests, may depend partially on this method of securing broadcast hours rather than on purchasing time on their own or depending upon gratuities from the networks.

Copyright in England

ENGLAND'S counterpart of the American Society of Composers, Authors and Publishers is the Performing Rights Society, Ltd., of London, which collects royalties from radio for reproduction rights. But in England the copyright owners must deal with a governmental radio monopoly which can practically dictate its own terms.

A Million Dollar Market For Advertising—
At 500 Watt Rates

Population 671,044 — $284,955,000 Bank Deposits

Consistently Covered By

WOKO

ALBANY, NEW YORK

Basic Outlet of the Columbia Broadcasting System

Full Time Operation

W. E. Transcription Equipment

A Dozen Cities Concentrated in a 25 Mile Area—At 500 Watt Rates
And Remember, the State of New York's payrolls have not been cut.
The Capitol District of The Empire State can still spend!

Selected for the

METROPOLITAN OPERA

WIDESPREAD has been the favorable comment on the fine reproduction attained in the METROPOLITAN OPERA broadcasts. Complimentary, indeed, is this to the group of NBC engineers who are responsible for the success of these broadcasts.

Such success, however, is not surprising in light of the previous achievements of this remarkable group. As the motivating force of the greatest of broadcasting organizations they have continuously led in the progress of a rapidly developing art.

Deems Taylor's "Box" at the Metropolitan Opera House

Constant improvement in studio technique has been one reason for maintenance of this leadership, but another, equally important, has been an eager readiness to adopt for use the latest and most improved transmitting equipment. To this end these engineers are continually subjecting various types of equipment to exhaustive tests. Microphones—as the singly most vital element in the broadcasting chain—have occupied much of their attention.

For those most elite of all broadcasts from the Metropolitan Opera House special tests were made and the operation of all the various types of microphones compared. Tested were microphones of the latest and most widely publicized types as well as models still in the laboratory stage. Against such competition RCA Victor condenser microphones were chosen. They are now used exclusively—for orchestra, for soloists and chorus, for Deems Taylor's announcements. Morever, the condenser microphones used are standard RCA Victor models identical to those in use in most of the prominent independent stations from coast to coast.

ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.

A Radio Corporation of America Subsidiary

CAMDEN, N. J.

"RADIO HEADQUARTERS"

ACTIONS OF THE
FEDERAL RADIO COMMISSION

MARCH 1 to MARCH 14 INCLUSIVE

Applications . . .

MARCH 1

WAAB, Boston—Modification of license amended to request 1 kw. instead of 500 w. 1 kw. LS.

NEW, Steubenville, O.—Steubenville Broadcasting Co. for CP amended to request specified hours instead of unlimited time.

NEW, Seymour, Tex.—I. C. Lankford, Jr., for CP to use 1310 kc., 1 kw., 12 midnight to 6 a. m.

KNOW, Austin, Tex.—License to cover CP granted 12-11-31 for local transmitter move.

NEW, Baton Rouge, La.—Baton Rouge Broadcasting Co. for CP to use 1450 kc., 1 kw., share with KTBS.

WHB, Kansas City, Mo.—Install automatic frequency control.

KSCJ, Sioux City, Ia.—Install automatic frequency control.

WMBH, Joplin, Mo.—CP amended to request local transmitter move.

WCBS, Springfield, Ill.—License to cover CP granted 1-8-32 for local move.

KGCA, Decorah, Ia.—Modification of license to increase power from 50 w. to 90 w.

Applications returned: WJAR, Providence, R. I.—Request for 620 kc., 500 w.; NEW, New England Broadcasting Co., Boston—To use 1500 kc.

MARCH 3

KMLB, Monroe, La.—Modification of license amended to request unlimited hours of operation on 1200 kc., instead of 6 a.m. to 8 p.m.

WGST, Atlanta, Ga.—CP to make changes in equipment.

KFXJ, Grand Junction, Col.—Modification of license for change in specified hours of operation.

KOAC, Corvallis, Ore.—Install automatic frequency control.

KLX, Oakland, Cal.—Modification of license to increase power from 500 w. to 1 kw.

WIBG, Elkins Park, Pa.—CP requested change from 930 kc. to 970 kc. in addition to increase power and studio move.

Applications returned: WRBX, Roanoke, Va.—CP to move station to Charleston, W. Va.; WCAJ, Lincoln, Neb.—Increase power to 1 kw.; NEW, Arthur E. Chapman and Claude R. Brand, Rapid City, S. D.—CP on 1200 kc.; KID, Idaho Falls, Idaho—Modification of license for 500 w. 1 kw. LS and unlimited time.

MARCH 4

WGBB, Freeport, N. Y.—License to cover CP granted 10-30-31 for local move.

WCAC, Storrs, Conn.—Install automatic frequency control.

WCOH, Yonkers, N. Y.—Move station to White Plains, N. Y.

WOKO, Albany—Modification of license to change from 1440 kc. sharing with WHEC to 1430 kc. unlimited time.

WTEL, Philadelphia—Modification of license for increase hours of operation—time assigned to, but not used by WHAT and WCAM.

NEW, Upper Tyrone Twp., Pa.—Myrtle K. Berger for CP to use 650 kc. 100 w., D.

WRBQ, Greenville, Miss.—Modification of license requesting change from unlimited to specified hours.

NEW, Anderson, S. C.—Daily Independent and Mail for CP amended to request 1200 kc. instead of 1370 kc., (facilities of WFBC.)

NEW, Tulsa, Okla.—J. T. Griffin for CP on 1400 kc. amended to request unlimited hours except when KUOA is operating.

KGMP, Elk City, Okla.—CP amended as to equipment and as to transmitter location.

WOS, Jefferson City, Mo.—Voluntary assignment of license to Missouri State Marketing Bureau.

KGDA, Mitchell, S. D.—CP to move station to Aberdeen, S. D., and install new transmitter.

WJAK, Elkhart, Ind.—Change from sharing with WLBC to simultaneous day, share at night.

W1XG, Boston—License covering CP for 43000-46000, 48500-50300, 60000-80000 kc. 200 w.; visual broadcasting service.

W9XD, Milwaukee—Renewal of experimental visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc. 500 w.

W2XBS, New York—Renewal of experimental visual broadcasting license for 2100 to 2200 kc. 5 kw.

MARCH 5

W9XF, Downer's Grove, Ill.—Renewal of relay broadcasting license for 6020 kc. 5 kw.; also change to 11170 kc.

W2XBT, National Broadcasting Co., Inc. (Portable)—Renewal of visual broadcasting license for 43000 to 46000, 48500 to 50300, 60000 to 80000 kc. 750 w.

W3XAK (Portable), Bound Brook, N. J.—Renewal of visual broadcasting license for 2100 to 2200 kc. 5 kw.

NEW, United States Radio & Television Corp., Marion, Ind.—CP for 43-46, 48.5-50.3, 60-80 megacycles, 1 kw. experimental visual broadcasting service.

W3XAL, Bound Brook, N. J.—Renewal of relay broadcasting license for 6100 kc. 20 kw.

MARCH 6

WRC, Washington—CP to install new transmitter.

WHEC-WABO, Rochester—Modification of license to change from sharing with WOKO to unlimited. (Synchronize with WOKO, WHP and WCAH.)

WHP, Harrisburg, Pa.—Modification of license to change from sharing with WBAK to unlimited. (Synchronize with WCAH, WOKO and WHEC.)

WCAH, Columbus, O.—Modification of license to change from sharing with WBAK and WHP to unlimited time. (Synchronize with WOKO, WHP and WHEC-WABO.)

WALR, Zanesville, O.—Voluntary assignment of license to Broadcasting Corp.

WOAI, San Antonio, Tex.—Extend completion date of CP to install auxiliary transmitter to 5-28-32.

WLBL, Stevens Point, Wis.—Extend completion date of CP for local transmitter move and new equipment to 5-1-32.

KMOX-KFQA, St. Louis, Mo.—Install automatic frequency control.

KOB, State College, N. M.—CP to install new transmitter and decrease operating power from 20 kw. to 10 kw.

WJJD, Mooseheart, Ill.—Voluntary assignment of license to WJJD, Inc.

MARCH 8

W2XCD, Passaic, N. J.—CP for 2000-2100 1550 kc. 5 kw., experimental visual broadcasting.

W9XAP, Chicago—Renewal of visual broadcasting license for 2100-2200 kc. 2.5 kw.

MARCH 9

WMBO, Auburn, N. Y.—CP to move station locally.

WGBB, Freeport, N. Y.—Modification of license for increase hours of operation (facilities of WMRJ.)

WLTH, Brooklyn, N. Y.—CP to make changes in equipment.

WBBC, Brooklyn, N. Y.—CP to make changes in auxiliary equipment.

NEW, Jeannette, Pa.—H. Verne Spencer for CP to use 930 kc. 100 w., D.

WJBU, Lewisburg, Pa.—Install automatic frequency control.

WFBG, Altoona, Pa.—Modification of CP to change proposed equipment.

KFYO, Abilene, Tex.—Modification of CP to move transmitter to 2312 Fifth St., Lubbock, Tex., instead of Texas Tech Campus.

WSMB, New Orleans—Modification of CP to request approval of proposed transmitter location at 901 Canal Street, New Orleans.

WDOD, Chattanooga—License to cover CP granted 2-19-32 for changes in equipment.

WMAZ, Macon, Ga.—Install automatic frequency control.

NEW, Baxter, Tenn.—Boyd Swallos Radio Shop for CP to use 600 kc. 2 w., limited time.

KFSD, San Diego, Cal.—Install automatic frequency control.

KID, Idaho Falls, Idaho—Install automatic frequency control.

Applications returned: WAAT, Jersey City—Increase power to 500 w.; KGEW, Fort Morgan, Col.—Voluntary assignment of license to Sherwood H. Patterson; NEW, Copper Electric Co., Inc., Cochise, Ariz.—CP for new station at Bisbee, Ariz., on 1110 kc.

MARCH 10

W8XAV, E. Pittsburgh—Renewal of visual broadcasting license for 2100 to 2200 kc. 20 kw.

MARCH 11

NEW, Boston—Boston Herald-Traveler Corp., CP amended to request 100 w., 250 w. LS, half time instead of 100 w., unlimited time on 1500 kc.

WHAS, Louisville, Ky.—Modification of CP for 25 kw.; requests approval of proposed transmitter.

KFJZ, Fort Worth, Tex.—Voluntary assignment of license to Fort Worth Broadcasters, Inc.

WDAY, Fargo, N. D.—CP to move transmitter locally and install new equipment.

W2XR, Long Island City, N. Y.—Renewal of visual broadcasting license for 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., 1 kw.

W3XAD, Camden, N. J.—Renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000, 2100-2200 kc., 500 w., 50 w., 2 kw.

W9XAO, Chicago—Renewal of visual broadcasting license for 2000-2100 kc., 500 w.

MARCH 12

W1XAV, Shortwave and Television Laboratory, Inc., Boston, Mass.—Renewal of visual broadcasting license for 1600-1700 kc., 1 kw.

W8XAL, Crosley Radio Corporation, Cincinnati—Renewal of experimental license for 6,060 kc. 10 kw.

W6XAH, Pioneer Mercantile Co., Bakersfield, Cal.—License covering CP for 2,000-2,100 kc., 1 kw., visual broadcasting.

NEW, Parker H. Cunningham, Cape Girardeau, Mo.—New CP for any frequency between 6,010 and 6,110 kc., 15 w. Relay broadcasting service.

MARCH 14

WBEO, Marquette, Mich.—Modification of license for change in specified hours of operation.

WWVA, Wheeling, W. Va.—Modification of CP to extend commencement and completion dates to March 21 and June 21, respectively.

WSAJ, Grove City, Pa.—CP to move transmitter locally and make changes in equipment.

WIOD-WMBF, Miami Beach, Fla.—CP to install new transmitter.

NEW, Baton Rouge, La.—CP for a new station amended to request 500 w., 1 kw. LS, instead of 1 kw. day and night on 1450 kc.

WRBL, Columbus, Ga.—CP to increase power from 50 to 100 w. and make changes in equipment.

NEW, Maurice L. Barrett, East St. Louis, Ill.—CP for a new station to use 1310 kc., 100 w., 250 w. LS, unlimited. Facilities of WKBS.

Decisions . . .

MARCH 1

WFBR, Baltimore—Granted CP to install new 1 kw. transmitter.

KDFN, Casper, Wyo.—Granted CP to install new 500 w. equipment, increase power from 100 to 500 w. and change frequency from 1210 to 1440 kc.

WOR, Newark, N. J.—Granted modification of CP approving 50 kw. equipment.

WORK, York, Pa.—Granted modification of CP to move transmitter from York to W. Manchester Township, near York, and move studio locally in York; also to change type of equipment.

WFBG, Altoona, Pa.—Granted modification of CP to extend completion date to May 19.

WLEY, Lexington, Mass.—Granted authority to install automatic frequency control.

WHAZ, Troy, N. Y.—Granted license covering installation of new equipment 1300 kc. 500 w. shares with WHAP, WEVD and WBBR.

WFEA, Manchester, N. H.—Granted permission to operate between 11 and 12 p.m., EST, to make tests and measurements to determine the interference that would be created by the operation of this station on 1430 kc. with 500 w. during night hours.

KMTR, Los Angeles—Renewal application reconsidered and granted.

Set for hearing: WJAY, Cleveland—Requests modification of license to change frequency from 610 to 590 kc.; change power from 500 w. to 250 w. night, 500 w. LS, and increase hours of operation from D. to unlimited.

WGN, Chicago—Extended time to file exceptions to examiner's report denying application for experimental relay broadcasting, to March 15; plea to withdraw application denied.

WLB, Minneapolis—Request to hold hearing in Minneapolis to consider modification of license of WCAL, KFMX, both of Northfield, WLB and WRHM, Minneapolis, denied. Hearing to be held in Washington.

KWEA, Shreveport, La.—Authorized certain depositions to be taken for hearing scheduled in Washington March 31, for renewal of license and to consider application to move station to Baton Rouge.

NEW, Radio Vision Co., Pittsburgh—Denied request for reconsideration of Commission's action in denying application for experimental television station.

KMTR, Los Angeles—Granted regular license. Conditional license was granted on Feb. 16, pending investigation of certain programs broadcast over station.

MARCH 4

WGL, Ft. Wayne, Ind.—Granted CP to make changes in equipment.

KMPC, Beverly Hills, Cal.—Granted modification of CP to extend completion date to April 1.

WBRC, Birmingham, Ala.—Granted authority to install automatic frequency control.

WFBC, Knoxville, Tenn.—Granted consent to voluntary assignment of license to Virgil V. Evans.

WGN-WLIB, Chicago—Granted consent to voluntary assignment of license to WGN, Inc.

WFEA, Manchester, N. H.—Granted permission to operate simultaneously with other regional stations on experimental basis beginning March 1 and ending May 1, 1932.

WAPI, Birmingham, Ala.—Granted permission to operate portable transmission in vicinity of Birmingham for purpose of making field intensity survey to select new site for transmitter.

WLBC, Muncie, Ind.—Granted special authority to operate special hours in order to broadcast sectional, regional and state basketball games.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

WSUI, Iowa City, Ia.—Granted special authorization to operate special hours this month.

NEW, Belcher Abstract & Title Co., Crescent City and Eureka, Cal.—Denied CP 3400 kc. 50 w.

Applications dismissed: NEW, Caldwell Bros., Mt. Pleasant, Ia.—Denied CP 1200 kc. 100 w. share with KFJB; WIBA, Madison, Wis.—Denied modification of license 1280 kc. 1 kw., unlimited time.

Set for hearing: WTEL, Philadelphia—Requests modification of license to effect that WCAM be required to enter into a time sharing agreement with WTEL and WHAT so that WCAM can not change its operating schedule without consent of WTEL and WHAT.

WMBC, Detroit (Ex. Rep. 242)—Granted renewal of license and CP to move studio and transmitter locally, sustaining Examiner Ellis A. Yost.

WLWL, New York (Ex. Rep. 288)—Granted renewal of license, 1100 kc. 5 kw. shares with WPG, denied additional time.

WPG, Atlantic City, N. J.—Granted renewal of license, 1100 kc. 5 kw. shares with WLWL, sustaining Examiner Ellis A. Yost.

WHDH, Gloucester, Mass. (Ex. Rep. 296)—Denied CP to move transmitter from Gloucester to Saugus, Mass., reversing Examiner Yost.

KHQ, Spokane, Wash. (Ex. Rep. 314)—Denied modification of license to increase power from 1 kw. 2 kw. LS, to 5 kw., sustaining Examiner Elmer W. Pratt.

WEAO, Columbus, O. (Ex. Rep. 318)—Granted renewal of license to operate on 570 kc. 750 w., sharing with WKBN, hours of operation as follows: Monday, 9 to 11 a.m., 1 to 3 p.m. and 8 to 10 p.m.; Tuesday, 9 to 11 a.m., 1 to 3 p.m.; Wednesday, 9 to 11 a.m., 1 to 3 p.m. and 8 p.m. to 12 midnight; Thursday, 9 to 11 a.m., 1 to 3 p.m.; Friday, 9 to 11 a.m., 7 p.m. to 12 midnight; Saturday, 1 p.m. to 12 midnight. No Sunday hours.

WKBN, Youngstown, O.—Granted renewal of license to operate on 570 kc. 500 w., sharing with WEAO, hours of operation as follows: Monday, 6 to 9 a.m.; 11 a.m. to 1 p.m., 3 p.m. to 8 p.m., 10 p.m. to 12 midnight; Tuesday, 6 to 9 a.m., 11 a.m. to 1 p.m., 3 p.m. to 12 midnight; Wednesday, 6 to 9 a.m., 11 a.m. to 1 p.m., 3 to 8 p.m.; Thursday, 6 to 9 a.m., 11 a.m. to 1 p.m., 3 p.m. to 12 midnight; Friday, 6 to 9 a.m., 11 a.m. to 7 p.m.; Saturday, 6 a.m. to 1 p.m.; Sunday, 6 a.m. to 12 midnight, sustaining Examiner Ralph L. Walker in part.

MARCH 8

NEW, Granite State Broadcasting Corp., Portsmouth, N. H.—Granted CP to operate on 740 kc. 250 w., D.

KSEI, Pocatello, Idaho—Granted CP to make changes in equipment and increase D. power from 250 to 500 w.

WASH, Grand Rapids, Mich.—Granted modification of license covering authority to use transmitter and studio of WOOD.

WEBC, Superior, Wis.—Granted permission to make field intensity measurements in the metropolitan area of Superior, for purpose of determining a new site for transmitter of WEBC.

WSB, Atlanta—Granted extension of 30 days to make field survey for location of new site of transmitter.

W2XDY and W2XDZ, New York—Granted authority to use these two stations in vicinity of Hopewell, N. J., from March 5 to 11.

Set for hearing: KMJ, Fresno, Cal.—CP to move transmitter from 1500 block Van Ness, corner Calavaras, Fresno, to a location to be determined by use of portable; change frequency from 1210 to 580 kc., increase power from 100 to 500 w. and change equipment.

MARCH 11

WEVD, New York—Granted modification of CP extending completion date to May 1.

KGEW, Fort Morgan, Col.—Granted modification of CP extending completion date from March 7 to June 8.

WAGM, Presque Isle, Me.—Granted license covering erection of new station, 1420 kc., 100 w., unlimited time.

WHN, New York—Granted 60-day extension of special authority to make field intensity survey to determine new site.

WSAI, Cincinnati, O.—Granted authority to operate between hours of 2 and 2:30 a. m., March 12, on licensed daytime power of 1 kw. to determine transmission characteristics.

KSOO, Sioux Falls, S. D.—Granted authority to operate simultaneously with WRVA, March 11, 9 to 10:30 p. m., CST, and March 12, 7:30 to 10:30 p. m., in order to broadcast baseball game.

WQAM, Miami, Fla.—Granted authority to use auxiliary transmitter pending final action on renewal application.

KVI, Tacoma, Wash.—Granted authority to operate simultaneously with WJZ from 8 to 10 p. m., PST, March 10 to 13.

KGCU, Mandan, N. D.—Granted authority to operate from 1 to 6 p. m.; 7 to 8 p. m.; 9 to 10 p. m., and 11:30 to 12 midnight, CST, March 12.

KLPM, Minot, N. D.—Granted authority to operate from 7 a. m. to 1 p. m.; 6 to 7 p. m.; 8 to 9 p. m.; 10 to 11:30 p. m., CST, March 12.

Set for hearing: KDYL, Salt Lake City—Temporary license granted and application for renewal set for hearing because facilities of station have been applied for; WJAS, Pittsburgh—Requests modification of license to change frequency from 1290 kc. to 1020 kc., increase power from 1 kw. to 2½ kw. LS, to 5 kw. (Facilities of KYW, Chicago); KTAB, (now KABC) The Associated Broadcasters, Inc., San Francisco, Cal.—Application for renewal of license set for hearing because of certain programs broadcast over this station and for failure to announce phonograph records.

Applications dismissed: WNBO, Silver Haven, Pa.—Authority to install automatic frequency control; KSO, Clarinda, Ia.—CP to move to Des Moines.

Action of examiners' reports:

NEW, D. R. Wallace, Tulsa, Okla. (Ex. Rep. No. 331)—CP for new station to operate on 1210 kc., 100 w., hours not used by KGMP, withdrawn with prejudice, sustaining Examiner Ellis A. Yost.

WMCA, Knickerbocker Broadcasting Co., New York (Ex. Rep. No. 323)—Granted CP to move transmitter from Hoboken, N. J., to Flushing, L. I., sustaining Examiner R. H. Hyde.

Examiners' Reports . . .

NEW, Shreveport Broadcasting Co., Shreveport, La.—Chief Examiner Yost recommended (Report 339; Docket 1485) that application for visual broadcasting CP be denied as in default because of failure to put in appearance.

NEW, Pillar of Fire, Cincinnati—Examiner Pratt recommended (Report 340; Docket 1452) that application for 100 w. CP on 1420 kc. be denied because service is not needed in Cincinnati area.

NEW, Kansas State College of Agriculture and Applied Science, Manhattan, Kans.—Examiner Pratt recommended (Report 341; Docket 1462) that application for visual broadcasting CP be denied on ground that grant would not serve public interest.

WJBC, La Salle, Ill., and WRJN, Racine, Wis.—Examiner Hyde recommended (Report 342; Dockets 1441, 1436 and 1440) that application of WJBC for change in frequency to 1500 kc. be denied, that application of WRJN for increase in D. power to 250 w. be denied and that request of WJBC for renewal on present assignment be granted.

We Quite Agree

(From a letter to the editor of TIME, March 14)

"Your article in the issue of Feb. 29 explaining your departure from radio advertising is unwarrantly bigoted and mean in its tribute to radio. Your blatant self-praise reminds me of a little boy thumbing his nose at a street car conductor after having reached his destination by hanging onto the rear end and raising hell. In plain words, your article is disgustingly ungrateful, and 'loaded propaganda' for more TIME advertising. After having taken advantage of radio's hard-earned facilities, you top off your pound of flesh with sour grapes. . . .

"What TIME needs is a radio department to comment intelligently on new developments in radio, whether *in re* artists, sponsors or technology. Turning a deaf ear to radio wont stop its grim progress. Why not give credit where credit is due? . . .

"ARTHUR J. SALTMAN

"Boston, Mass."

Editor's note—TIME'S remarks about radio, which it frankly agreed has fulfilled its purpose for the newsmagazine, struck us as being "sour grapes." It is idle even for the brilliant editors of TIME to believe they have a monopoly on ideas; that, as they put it, a governmental or public subsidy ought to be available to continue the March of Time program. That program idea, deservedly successful, will undoubtedly be continued soon by somebody else as a sponsored or sustaining feature.

Washington Visitors*

M. H. Aylesworth, NBC, New York.
D. E. Kendrick and Robert Link, WFIW, Hopkinsville, Ky.
Ormond O. Black, WAPI, Birmingham.
John F. Royal and Roy Witmer, NBC, New York.
Bond Geddes, Radio Manufacturers' Ass'n, New York.
Grantland Rice, New York.
J. F. Hopkins, WJBK, Detroit.
E. T. Peterkin, Radio Supervisor's Office, Detroit.
Benj. Adler, RCA-Victor, Dallas.
A. L. Ashby, C. W. Horn and P. J. Hennessey, Jr., NBC, New York.
W. L. Foss, WCSH, Portland, Me.
I. R. Baker, RCA-Victor, Camden, N. J.
E. A. Beane and A. H. Ladner, Jr., WJJD, Mooseheart, Ill.
Walter C. Evans, Westinghouse, Pittsburgh.
Levering Tyson, education-radio, New York.
Frank W. Wozencraft, RCA-Victor, New York.
W. G. H. Finch, WCAE, Pittsburgh.
Harry Shaw, WMT, Waterloo, Ia.
Henry A. Bellows, WCCO, Minneapolis.
E. S. Sprague, NBC, New York.
H. H. Carmen, WGBB, Freeport, N. Y.
David Parmer, WRBL, Columbus, Ga.
Franklin Ford, WHAP, New York.
Charles Gaines, World Broadcasting System, New York.
Walter Neff, WOR, Newark.
Frank C. Page, Haraden Pratt and C. Y. Tuel, I. T. & T., New York.
E. N. Nockels, WCFL, Chicago.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *March 1-12.*

"Helps All Advertising"

THE SENATE urged on by Mr. Couzens of Michigan has instructed the Federal Radio Commission to look into government ownership of broadcasting facilities, to what extent radio is used for advertising and, "What plans might be adopted to reduce, to limit, to contrive and perhaps to eliminate the use of radio facilities for commercial advertising purposes."

Radio is a serious—we almost said a dangerous—competitor of the advertising in this magazine. For that reason, perhaps, we should encourage the Senator in his campaign to eliminate radio advertising.

But we don't and for two reasons.

First, a new form of advertising helps all advertising, makes advertisers out of non-advertisers. As radio advertising is out to the test the advertiser learns what the magazine and the newspaper can do for him that the radio cannot and all forms of advertising are helped. That's the pocketbook argument.

Second, we object to any increased government control of, or interference with, functions of business. If the public feels that its getting more advertising than it wants, then there will be a great silent boycott of radio that will ultimately make itself felt.

And in addition to that we shudder to think what would leap out when the radio knob is turned if the Government controlled it and apportioned the time among the various departments and independent establishments.

Dill Copyright Bill

(*Continued from page 10*)

brought by such combination of copyright owners, or by any individual owner, for infringement of the copyright in any work which the said combination controls, the infringing party shall be liable—

(a) To an injunction only with respect to works proved to have been infringed.

Fixing Damages

(b) To pay to the owner of the right infringed in lieu of actual damages and profits, damages in accordance with the provisions of this Act, and, in assessing such damage, the court may, in its discretion, allow the amounts stated as payment in full for all infringements by the infringing party of all works controlled by such combination up to the date of suit.

Provided, That whenever any such combination of copyright owners shall discriminate or propose to discriminate against any person within a class of users operating under practically the same economic condition, or shall demand an unreasonable charge for license of the rights to any work which it permits to be used for public performance, then the Federal Trade Commission on request of the person desiring a license, or demanding equal treatment, shall designate a representative, who, together with the representative of the licensor and the representative of the person asking for a license or for equal treatment, shall constitute a committee of arbitration. Such committee is hereby authorized to revise or otherwise prescribe the fees or royalties which the said combination of copyright owners may collect from the aggrieved person in return for the grant or license, said fees and conditions to be such as to prevent discrimination.

If such combination of copyright owners shall refuse to appoint a representative for arbitration on the request of any party aggrieved as aforesaid, the aggrieved party may petition the Supreme Court of the District of Columbia for an order directing that such arbitration proceed as hereinbefore provided. Ten days' notice in writing of such application shall be made upon the defaulting party and a certified copy of such notice shall be served upon the Federal Trade Commission, which, for purposes of accepting service thereof, shall be deemed its agent. Any petition to the court hereunder shall be made and heard in the manner provided by law for the making and hearing of motions, except as otherwise herein expressly provided.

A VALUABLE textbook for use of the senior student, the junior engineer or the more experienced amateur has been prepared by Hugh A. Brown, assistant professor of Electrical Engineering, University of Illinois, under the title of "Radio Frequency Electrical Measurements" (McGraw-Hill Book Co., $4). About 70 measuring circuits are described.

An Advertiser Tosses A Bouquet . . .

Although BROADCASTING is a young magazine as magazines go, it has won an enviable place for itself. From the outset our readers were enthusiastic in their endorsement of the magazine. Now comes the strongest kind of endorsement from an advertiser—a statement of results:

■ ■

"If you will permit it, I would like to again favorably comment both on your publication and on the effect of our advertising in it. We have several real leads for acoustical treatment that undoubtly came from our advertising in your paper. One of the nice things about these leads is that invariably we seem to sell the prospect."

UNITED STATES GYPSUM COMPANY
M. A. Smith
Sales Manager
Contracting Division

■ ■

Advertising results mean that the advertising is being seen and read by real prospects. Advertising which produces results is profitable advertising. BROADCASTING produces results for United States Gypsum Company and dozens of other satisfied advertisers—it will produce results for your advertising. Give it a chance. If you have merchandise or service to sell to the leaders of Radio—BROADASTING can do a strong, economical advertising job for you.

Write us for rates, mechanical requirements and closing dates.

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

National Press Bldg., Washington, D. C.

Radio City's NBC Studios Described

World's Largest Among the 27; Adaptable to Television

RADIO CITY studios and broadcasting facilities to be used by NBC were described for the first time March 2 by O. B. Hanson, NBC manager of plant operation and engineering, in a talk before the Institute of Radio Engineers in New York.

Studio facilities more than double those now in use at 711 Fifth Avenue were outlined by the speaker. The largest studio in the world is included in the plans. All of the new studios will be readily adaptable to television, and most of them will contain balconies equipped with theatre seats for guests.

The NBC unit will occupy the third to the eleventh floors in the Central Tower. Structural work on this building is expected to commence this spring, and the official opening is scheduled for May, 1933.

27 Studios Provided

"IT HAS BEEN estimated that 27 studios, 6 audition rooms and other appurtenant rooms will be required by NBC," Mr. Hanson said. "All studios are to be two stories high, with the exception of one planned to be the largest in the world with a height of more than three stories."

"Four special studios grouped around a common control room will be provided for the use of complicated dramatic productions. With this set-up the orchestra can be placed in one studio, the principal actors in another, crowd scenes in a third and sound effects in the fourth, and the pickups electrically mixed in the common control room to create a desired effect.

"This arrangement can also be used for television broadcasting where four scenes might be set up in the different studios and the television camera or scanner in the control room rotated to focus on the four in the proper sequence. In anticipation of television all studios will be electrically shielded and provided with suitable lighting facilities.

Observation Galleries

"IN ADDITION to the large studios there will also be a number of small ones especially designed to handle speakers. In view of the increasing number of child artists, a special lounge room has been arranged for them, together with a studio suitable for children's productions. All of these studios are to be grouped on the fourth, seventh and ninth floors with a centralized power supply and control system located on the sixth floor.

"In the larger studios, the observation galleries are planned with theatre seats. In some cases these observation galleries are separated from the studio by sound insulated glass partitions, while on other instances the galleries are open. Private observation rooms are also provided for the sponsors of programs and their assistants, critics and guests. An observation room has been planned directly in front of the main control room, so that the guests may see the technical apparatus and the staff in operation."

The operating staff and production and traffic departments will be centrally located, Mr. Hanson said, and a private system of elevators will give direct access to all studios so that at no time will it be necessary for any of the production staff to cross the corridors provided for the exclusive use of musicians, performers and guests.

Father Coughlin Sues

REV. CHARLES E. COUGHLIN, Catholic Priest, of Detroit, and the Radio League of the Little Flower, Baltimore, which sponsors his radio sermons, have filed suit in the Federal District Court to halt publication of "Father Coughlin's Radio Sermons Complete," by Knox & O'Leary, publishers. The brief asserts that copyright should have been in name of League instead of publishers.

PROFESSIONAL DIRECTORY

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AMERICAN BROADCASTING COLLEGE
SOUTHERN BUILDING
WASHINGTON, D. C.

European Society Sues NBC as Test

THE SOCIETY of European Stage Authors and Composers, Inc., organized to prevent the unauthorized use and plagiarism of the works of foreign authors and composers, filed action on March 8 in the Federal District Court of New York against NBC, demanding $105,000 damages.

The complaint charges that the NBC, on June 14, 1931, presented over one of its networks selections from Franz Lahar's operatta, "Paganini," which was composed in 1925 and duly copyrighted in the United States and in Europe. The complaint holds that the program was broadcast over 21 stations and asks the court to allow the plaintiff $5,000 damages for each station, because the defendant had failed to obtain permission from the copyright owners.

Lahar, the composer, is a Hungarian and the copyright of the selection is owned by the Crescendo Theatre Vertag in Berlin. The court action is regarded as a test of the ability of the Society of European Stage Authors and Composers to obtain damages for the unauthorized use of certain foreign works.

RECEPTION of the Chesterfield Hour (Nat Shilkret's orchestra and Alex Gray) at KGMB, Honolulu, is very good, according to A. Henley, general manager. The Hawaiian station also transmits the program to the military reservations on the island of Oahu.

No Listeners!

AN ENERGETIC newspaper advertising manager recently made the astounding discovery that out of 100 persons questioned by telephone in Altoona, Pa., not one was listening at the time to WFBG, the local station. The survey revealed that only 77 per cent of the 100 called owned receiving sets, that 60 per cent were tuned in on national hookups and all were confident they were not listening to WFBG. Gleefully, the advertising man called Roy Thompson, the station manager, and to his surprise the charge of no listeners was admitted—but with the added assertion: "We couldn't have any listeners as this is our silent day."

Latin American Radio

VIRTUALLY all Latin-American countries are patterning their broadcasting after the American plan, and advertising is providing the main source of revenue, it is shown in a survey of broadcast advertising as reported to the Commerce Department by trade consuls in those countries. Information as to the number and type of stations, character of programs offered, advertising costs and commodities advertised is contained in the booklet (Trade Information Bulletin No. 771). It may be purchased from the Superintendent of Documents, Washington.

WMBD Happenings

UNDER the title of "Here's What Happened in February," Edgar L. Bill, president of WMBD, Peoria, Ill., has published a pamphlet reviewing the station's activities, among which was a localized dealer tie-up with CBS programs and with local wholesalers and manufacturers, providing 26 quarter hours. Posters for dealers' windows, calling attention to the WMBD broadcast, have been effective also.

State School Station

ESTABLISHMENT of a state-wide "school of the air" to broadcast school programs and state affairs via short waves was urged before a Massachusetts legislative committee recently by Prof. Robert E. Rogers, of Massachusetts Institute of Technology. Commissioner A. F. Foote of the state department of public safety, pointing to the success of the state's police radio station, declared that it could be used for the purpose.

Opposes New Station

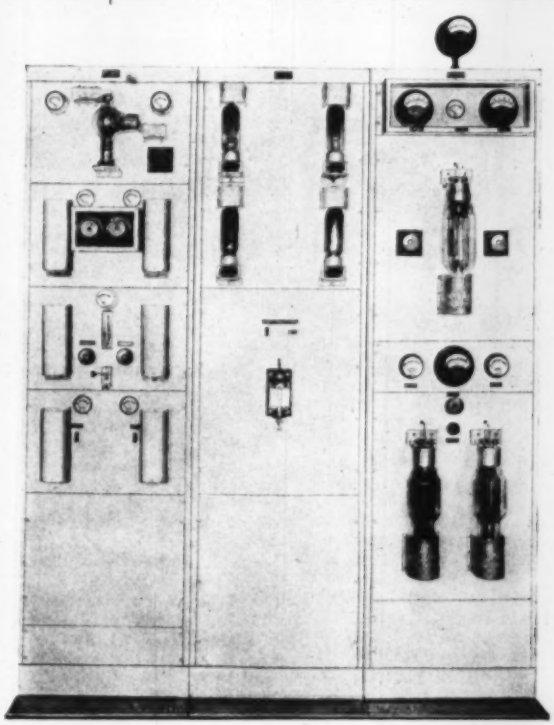
WHILE admitting the Pillar of Fire, Inc., is equipped to operate a broadcasting station, Examiner Pratt recommended to the Radio Commission that the request for a new unlimited time assignment on 1420 kc. with 100 w. at Cincinnati be denied on the ground that the Queen City area is adequately served.

House Cuts Radio Fund From U. S. Treasury Bill

THE EMERGENCY radio advertising fund of the U. S. Treasury amounting to $10,000, which heretofore has been carried on a year to year basis and held in reserve for possible use in notifying the public of important funding operations, has been eliminated by the House from the Treasury Appropriation Bill, now in the Senate.

William S. Broughton, commissioner of the public debt, explained that the fund was not actually an appropriation but simply an authorization. He said it has not been used since 1928, when the department went on the air as a paying advertiser to explain the refunding of the Third Liberty Loan. He said that in 1927 and 1928, 14 broadcasts were made at a cost of $14,604. Simultaneously, virtually every newspaper was used in advertising the same projects, he declared.

Mr. Broughton said the Treasury regretted the elimination of the radio budget, which, however, may be restored by the Senate. The authorization had been recommended to Congress by the Bureau of the Budget but was disapproved by the House Appropriations Committee. Rep. C. L. Abernethy, (D.) of North Carolina, objected to the government paying for radio time. Commissioner Broughton explained that the networks have consistently offered their facilities gratis, but the department has ruled as a matter of policy that such services as the Treasury needed should not be accepted on a free basis.



250 Watt
RADIO BROADCAST TRANSMITTER
Can Be Operated 250 Watts Days—100 Watts Nights

A New
LOW COST—LOW UPKEEP
Radio Broadcast
TRANSMITTER

APPROVED BY THE FEDERAL RADIO COMMISSION.
Guaranteed Frequency Stability. Complete AC Operation—
Fully Crystal Controlled—100% Modulation.
AUTOMATIC — **INEXPENSIVE** — FOOL PROOF
Complete Information and Prices on Request
EQUIPMENT - ENGINEERING SERVICE - INSTALLATION

DOOLITTLE & FALKNOR, Inc.
1306 - 1308 West 74th Street
Telephone Stewart 2810
CHICAGO, ILL.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Radio Engineer married, college and technical school graduate holding commercial first class license, desires position as engineer; has seven years experience and at present employed as chief engineer; has designed and constructed transmitters meeting new regulations. Write to Box 12, BROADCASTING.

Position desired with broadcasting station. Studied at RCA Institute; acoustics, microphone placement, studio design, amplifiers, transmitters, operation and maintenance of equipment, music appreciation, radio laws. Will complete course April first; location immaterial. Moderate salary. Age 33 years. Single, Christian. Address Box 16 c/o BROADCASTING.

Help Wanted

Wanted experienced radio broadcast advertising salesman with excellent sales record. Salary and commission. Give qualifications, experience and two references. Box 14, BROADCASTING, National Press Building, Washington, D. C.

Broadcast Salesman Wanted

Position available with 1,000-watt Midwestern Station. Good opportunity for experienced radio salesman, preferably one with newspaper background. Applicant must be able to show, by means of adequate references, his character and professional standing. Address Box 13, BROADCASTING.

Manager Wanted

Station in middle West has an opening for an aggressive man who has a knowledge of all phases of broadcasting. State qualifications giving experience, references and salary. Replies will be held in confidence. Address Box 15, c/o BROADCASTING.

Trade Commission Lauds Radio

(*Continued from page 5*)

skeleton has become the fashion of the country. But the men are as easy victims as the women, as is shown in the matter of hair restorers—one of the worst, most intriguing and aged of frauds. Few men with bald pates seem to be able to withstand the allurement of this ancient and shameless fraud."

Commission on Warpath

"THE FAT WOMAN and the bald headed man in stupid faith lead this endless procession of suckers," he asserted. Until recently, he added, many newspapers and magazines were filled with this class of advertisements, and recently the radio has been used to some extent by these "fakers."

Mr. Humphrey said the Commission is on the warpath against "the publication of paid testimonials, unless the advertisements shows conspicuously on its face that the testimonial has been paid for." While he did not indicate how radio would be affected, he said that this was a far-reaching decision and will affect advertising along many lines. The "fair advertiser," he said, endorses the project.

E. J. Adams, chairman of the special board of investigation of the Commission, outlined its activities since its creation in 1929. He referred to the campaign against fraudulent newspaper and magazine advertising, which resulted in the drafting of trade practice rules "to eliminate the vicious practice of lying to the public." This campaign, he said, was launched under the direction of Chairman Humphrey.

"Some of those large advertisers have resorted to radio," he declared, "and it may be necessary to start a vigorous investigation. Radio stations will be given a chance to refuse the use of their facilities for the broadcasting of false advertising. The theory upon which newspapers, magazines and broadcast stations are made joint respondents with false advertisers is that they are accomplices of the advertisers in the violation of the trade practice statute, and that it is a general rule of law that all parties having a material interest in the subject matter must be joined."

Congress May Slow Work

THE COMMISSION'S work in the immediate future along broad industrial lines, however, is destined to be curtailed considerably if Congress keeps good its threat to reduce that agency's appropriation by $500,000. A good share of the professional force of the Commission would be dismissed. New inquiries probably would have to be foregone until the present number of important cases are cleared away.

Of interest to the radio industry are complaints recently issued by the Commission against a large coffee manufacturer, a yeast manufacturer and a finger-nail polish manufacturer, each of whom has used radio extensively. All three have to do with paid testimonials not advertised as such in periodicals. Radio is brought in by inference in one case, but is not mentioned in the other two.

Past cases having radio aspects handled by the Commission, but which invariably have been withdrawn insofar as the stations were concerned after preliminary discussion, involved allegedly false advertising of a mechanical device as a health restorer and cure-all, horsecollars and harness by a western tanning company, a patent medicine for respiratory disease cures, cigarettes involving testimonials which claimed throat protection and slenderizing qualities, and thyroid obesity cure tablets.

The Commission, under the law, can originate such cases by any process. It may do so of its own volition or on the basis of complaints from the outside, with the complainant's name kept confidential. As the first step, after investigation, the Commission notifies the respondents confidentially of the facts, and, if it sees fit, may give them opportunity to correct the practices voluntarily. If that is done, the case is given no publicity, and the parties enter into a stipulation, with mention made only of the practices complained of in the public announcement. In many cases, however, it does not give opportunity for a stipulation and files an outright complaint.

If the parties given the option prefer to litigate rather than accede to a stipulation, the Commission issues a formal complaint in which the names are mentioned. Following hearings and the customary legal procedure, the Commission may decide to issue formal orders instructing the parties involved to "cease and desist" from the practices complained of. Should the parties fail to abide by the order, recourse is taken to the Federal courts. Respondents also may appeal to the Federal courts for review of Commission decisions.

RCA Suit Amended

(*Continued from page 12*)

den of proving public interest will be served by reducing the power of one station for the benefit of another.

"Many elements must be considered in the determination of that question," said the opinion. "In the present case the Commission has found that Philadelphia is now receiving good broadcasting service and that the granting of appellant's application would not materially better that service, but would materially affect the service of other stations. Appellant has entirely failed to prove that the reduction of power of the stations at Miami, Fla. (WQAM); Chicago, Ill. (WIBO), and Knoxville, Tenn. (WNOX), operating on the same frequency would be to the public interest, convenience, or necessity."

The stenographic record in the high power broadcasting case, involving appeals of a half dozen stations from the Commission's Oct. 1 decision granting 50 kw. construction permits to nine stations and 25 kw. to seven others, was filed in the Court of Appeals March 2, preparatory to forthcoming briefs and oral arguments. The record comprises two volumes of 1,079 pages and is identical for the six cases, which will be settled jointly by the court.

Routine Actions

ROUTINE actions were taken by the court and routine motions made respecting a number of other appeals now pending. The Commission filed its brief in defense of its action on May 31, 1931, deleting WLBX, Long Island City, for violation of a number of radio regulations. The station, a 100-watter, has been operating one-fourth time on 1500 kw. under a stay order issued by the court on June 4.

Of interest to the radio industry is a decision of the United States Supreme Court upholding the validity of a Utah statute prohibiting the advertising of cigarettes on billboards. The court in its opinion quoted from the decision of the Utah Supreme Court, which distinguished billboards and display signs from other advertising media.

"Other forms of advertising," said the opinion, "are ordinarily seen as a matter of choice on the part of the observer. The young people as well as the adults have those of the billboard thrust upon them by all the arts and devices skill can produce. In the case of newspapers and magazines there must be some seeking by one who is to see and read the advertisements. The radio can be turned off, but not so the billboards or street car placard."

IS YOURS
a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

USG Specializes in Studio Design

Sound Absorption	*Sound Insulation*
Acoustone	Floors
Acousteel	Ceilings
Sabinite "A"	Walls
Sabinite 38	Doors

Machinery Isolation

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-3, 300 W. Adams St., Chicago.

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

Another thrust against a "POPULAR FALLACY" in Advertising circles

with apologies to Merle Thorpe and "Nation's Business"

Perhaps "advertising circles" is too sweeping in scope, since it embraces alike those who do, and those who do not recognize the great possibilities of Southern markets in general and the Charlotte market in particular. Those alert advertisers who are active here are, of course, not included.

It takes but little study of current merchandising campaigns the country over to realize that this section is given scant attention in the formulation of sales and advertising campaigns. And thus, a valuable and responsive market is allowed to buy impartially in many lines of products which could, with small effort be concentrated to particular brand names.

That low purchasing power in Southern markets is a "popular fallacy," and that Charlotte's buying power is comparable to those sections where every aggressive advertising effort is fought with equally aggressive counter-attack, is indicated in this tabulation.

CITY	STATE	Population	*Sales	Per Capita
CHARLOTTE	NO. CAROLINA	82,675	$47,420,000	$573.50
Waterbury	Connecticut	99,902	$51,570,000	$516.20
Niagara Falls	New York	75,460	$38,430,000	$509.26
Gary	Indiana	100,426	$48,260,000	$480.55
Altoona	Pennsylvania	82,054	$39,350,000	$479.56
Camden	New Jersey	118,700	$54,140,000	$456.10
Lowell	Massachusetts	100,234	$44,660,000	$445.55
Fall River	Massachusetts	115,274	$45,000,000	$390.37
Akron	Ohio	255,040	$39,540,000	$155.03

* 1930 Census of Distribution

fair warning:

That Charlotte's per capita purchases are not obtained largely at the expense of other cities in a 50-mile area, is evidenced by the average-$500 per capita sales in Concord, Gastonia, Monroe, Salisbury, Statesville and other cities in the immediate service area of WBT's 5,000 watts and clear channel.

Construction goes forward on WBT's 25,000 watt transmitter, as approved by the Federal Radio Commission. Pending the issue of a new rate card, contracts are acceptable on rate card No. 4 provided programs start within thirty days of contract date.

• Southern Key Station of the Dixie Network of the Columbia Broadcasting System

station **WBT** incorporated

COLUMBIA

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

XUM